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NEW YORK, OCTOBER 31, 1931

No. 18



Gathering Momentum for Children's Book Week

WATERLESS MOUNTAIN—Prize Winner,
Longmans' Juvenile Fiction Contest, 1931

“WE sold fifty copies in a week,” writes Constance Mitchell of the Sather Gate Book Shop. “I hope that it will receive the Newbery Medal.”

Other bookstores which already report *Waterless Mountain* a Best-Selling Juvenile are Brentano's and the Hathaway House Book Shop. Here is a new Juvenile Classic that will sell for years, a large, beautifully illustrated book, about which *The Chicago Tribune* says: “This beautifully told story of a Navajo Indian boy of today is in every sense worthy of the honor bestowed upon it.”

WATERLESS MOUNTAIN

By LAURA ADAMS ARMER

Illustrated by Sidney Armer and Laura Adams Armer

\$3.00 LONGMANS, GREEN & CO. N.Y.

The first review of **THE WAVES** is your selling talk . . .

Reprinted complete from TIME, October 9, 1931

Like all professions, literature is roomy at the top. To that top few women have aspired; fewer still in their own lifetime have arrived. This generation has had its fair share of authoresses who were first-class writers: the late Elinor Wylie and Amy Lowell, Edna St. Vincent Millay, Willa Cather, Colette, Virginia Woolf. Of this little list Virginia Woolf stands pre-eminent. Never a popular writer, always dangerously clever, she writes not as one enameling teacups but as one embroidering a theme; her theme of life.

THE WAVES, most ambitious, least teacupy of Virginia Woolf's books, like most of her books is startlingly original in method. As a kind of prolog you are treated to a description of dawn over the English coast; this scene comes in again a little later, when the sun has risen—and so on, till night has fallen again. The story proper is written entirely in direct discourse which is really soliloquy, shading sometimes into a kind of ghostly dialog. Except for the inevitable "said Bernard"'s and "said Louis"'s there is not a word in it outside quotation marks. This may sound like boring reading, but Authoress Woolf knows her job: it is not boring. Into her soliloquies she has put everything you need to know about the characters; as you get used to this artfully artificial method you cease to notice its strangeness.

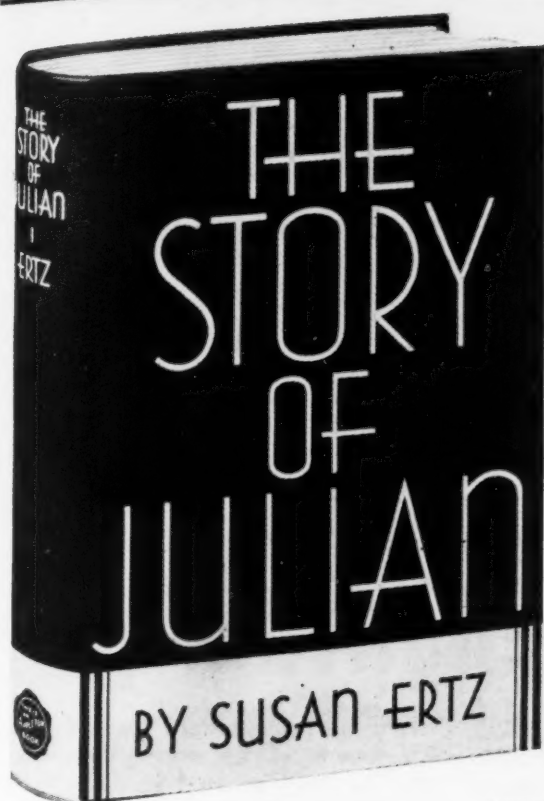
Six children, three boys and three girls, apparently not related (Authoress Woolf never makes this clear), live in a house on the coast. They are all about the same age, all do the same lessons together under the severe eye of the governess. They go

away to school, for the first time the boys and girls separate. But now you begin to recognize them as individuals. Bernard is happy-go-lucky, lovable; Louis is cold, snobbish, ashamed of his Australian accent; Neville is shyly passionate. Jinny is an attractive little animal; Susan fierce; Rhoda is ungainly, helpless, doomed to hopelessness. After school Bernard and Neville go to the University; Louis's fortunes need him in business. Jinny takes to London society like a duck to water; Rhoda hates it; Susan goes home to be a country girl. As the sun climbs through the heavens they all get older, see each other on rarer and rarer occasions. Susan marries, so does Bernard; Jinny is having too good a time, Neville is too homosexual; Louis and Rhoda are lovers for a while. When you hear Bernard's final speech they are all well along in middle-age; Rhoda has killed herself; the sun has set.

The effect of **THE WAVES** is less like that of a novel than of an epic; the plane in which the whole narration moves is more like poetry than prose. To this effect the artificial method of the story, in which the characters are like heralds speaking, contributes perhaps as much as the cunningly-contrived sentences. Authoress Woolf does not write the kind of phrases that can be skipped: in **THE WAVES** hides many a half-submerged treasure which a skimming reader might miss. Now and then you strike pure poetry: "... Like one of those lamps that turn on slabs of racing water at midnight in the Atlantic, when perhaps only a spray of seaweed pricks the surface or suddenly the waves gape and up shoulders a monster."

Virginia Woolf's THE WAVES
HARCOURT, BRACE & CO. \$2.50

Re: Sales Momentum



\$2.50

THE same thing may be said for Mrs. Aldrich and her "White Bird Flying." Linked up in content and advertising with "A Lantern in Her Hand," this book is now absorbing that vast market developed by "The Lantern"; the people who have read "The Lantern" are buying the new best seller without urging; so let's put our major efforts on the total strangers with this book, too. Each successive book by Susan Ertz and Mrs. Aldrich gives an opportunity to increase their markets by a special effort toward making new friends for them. The success of these two authors is not miraculous. It is a part of a steady sales momentum that is accumulating, and will further accumulate, over the course of years.

WHEN a good book is put on the market, it soon enough picks up momentum. If the author is unknown, it perhaps takes longer to set it in motion. But every once in a while there occurs that unusual combination—a good book and an established reputation. And in reference to Susan Ertz's "The Story of Julian," this is the case. "The Story of Julian" is now a best seller. Because of the author's name and because of her past successes, "Madame Claire" and "The Galaxy," Miss Ertz's innumerable devotees are all of them buying. But how to make a good thing better? How to increase this original sales momentum? The answer is simply, "Make new friends for Susan Ertz!"



\$2.00

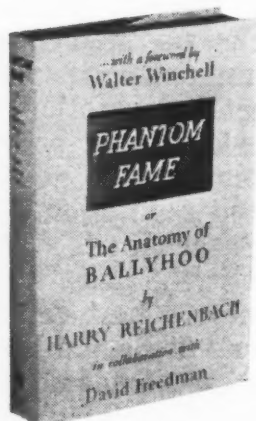
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PHANTOM FAME



Readers of the P. W., meet the fabulous magician and hand-cuff king, the prize ham of his time, Reynard The Great!

He was always the actor, handsome, bemantled, bejeweled. He made a circus entrance into each town, and he wore a high silk hat even in bed. The medals he bought at auction traveled by freight, and his trunks and hat boxes made a movie actress's wardrobe look like a bundle on a stick. He was so fussy about his clothes that for breakfast he wore a brown suit to match the toast. To buy a pack of cigarettes he'd pull out a bankroll the size and color of a pumpkin and ask change of a thousand dollar bill when the heart of the roll was all singles.

One of the great wizard's breath-taking feats was to let himself be bandaged tightly to a bed by strong canvas thongs, moistened so they wouldn't stretch or yield, and it looked as if no human power could release him without cutting these iron ties. But by loosening three slats under him that held up the spring and mattress, the whole thing began to sag, and the real problem was to keep him in bed before the trick was over. Once he nearly fell through the bottom before we had finished tightening the canvas bonds.

After a while the slats got so loose, it was dangerous to stay in bed, so he switched to a safer trick and offered to get out of any regulation straight-jacket that any insane asylum would furnish. An asylum was insane enough to furnish it because we never used it and always substituted our own. If by any blunder he'd ever have been put into a standard straight-jacket, he'd still be in it.

Our own jacket looked like the standard and seemed to tie him into agonizing knots, but it had a hidden seam worked by a string, and while the mighty Reynard grappled in wild and fierce contortion, pretending to force his giant frame out of the fiendish vise that gripped him, he was really

trying to hold the jacket together, because once he pulled the string it was as loose as a night gown.



—From *Phantom Fame* by HARRY REICHENBACH, who was the publicity ace of his time. Poor Harry died a couple of months ago, after collaborating with DAVID FREEDMAN on this manuscript. WALTER WINCHELL has written a preface for the book. Part of it reads:

He knew the world, Harry did. He knew its princes, its poets and its peasants. He might have colored them a bit when he was selling them to the public prints, but in "Phantom Fame" he removes the shellac and the false faces and reveals, among other entertaining things, How It Is Done.

And with all its information—and its inside stuff on This and That—Reichenbach has refrained from exaggerating, coloring or dressing the facts. For he was not press-agenting or doctoring anyone or anything when he made his notes. His puppets will breathe easier as a result, and appreciate all the more the epigram aimed at Reichenbach when he was ailing so.

To wit: "Your hair is snow-white, Harry—because the rest of you is!"



Phantom Fame, or The Anatomy of Ballyhoo will be published on November 5th. Price \$2.50.



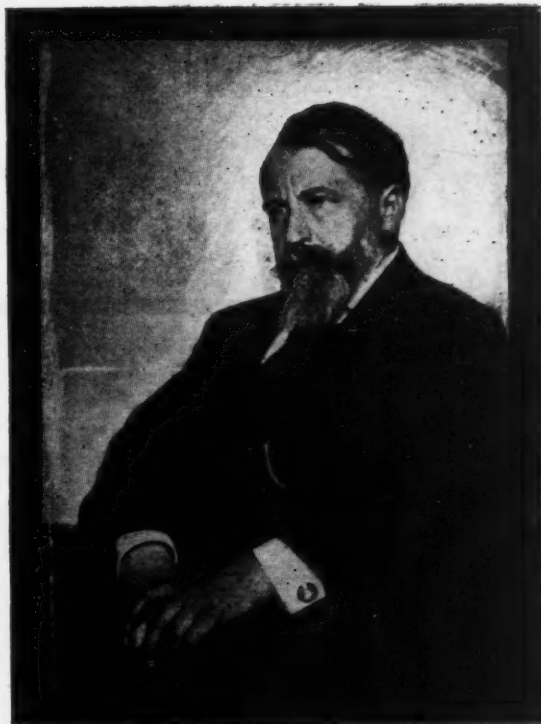
Here we come toward the end of the column with dozens of items mentioned on a memorandum To Be Discussed in This Week's Sanctum. A short-hand miscellany:



The final title for the HARRIS Shaw book is "Bernard Shaw by Frank Harris, An Unauthorized Biography Based on First Hand Information with a Postscript by Mr. Shaw." Published November 27, price \$4.00. . . . WILL DURANT's new book, *A Program For America*, will be published on November 10th. Entirely individual, completely sincere, very DURANT and (in *Your Correspondent's* opinion) a grand job. Price \$1.25. . . . We forgot to take a page ad for the juvenile edition of *Bambi* in The Children's Book Week number of the P. W. It's selling big around town. . . . LENZ and CULBERTSON are actually going to meet in a match of 150 rubbers. *Your Correspondent* is betting on LENZ. 1-2-3 selling over 1,000 a week. . . . *Free Wheeling* by OGGIE NASH is published November 7th. Price \$1.75. . . . The recent double page *Inner Sanctum* with the nice coupon didn't pull one single order for anything, which leads *Your Correspondent* to believe at times that writing this column is an expensive way of having a good time. . . . Read *Forsaking All Others* by ALICE DUER MILLER. *Marshall Field* crashed through with the first reorder this morning. Unsolicited. . . . *The Book of Dilemmas* is selling. *The Constance Letters* isn't, but should, and maybe it will. . . . The new typography on *The Saturday Review* is elegant. . . . *The Believe It Or Not* windows around town are stopping traffic. . . . Swell Spring list coming along.

—ESSANDESS.

1862



1931

ARTHUR SCHNITZLER

Arthur Schnitzler died exactly two weeks before the publication date of his book. He was looking forward eagerly to the news of its reception in America.

One of us saw him in his villa in Sternwarte Strasse in Vienna five months ago. He seemed sadder than when we had seen him at other times. His daughter had committed suicide, and he was living alone. We had with us an advance copy of *Flight Into Darkness*, which we had planned to publish in the summer, but which we agreed it would be better to publish in the autumn when the German edition would appear simultaneously.

One of the shocks of death was the realization that only after his death could Schnitzler achieve the general recognition which he should have had during his lifetime.

In 1925 we published *Fräulein Else*, in 1926, *Beatrice* and *None But the Brave*, in 1927, *Rhapsody* and *Daybreak*, in 1928, *Theresa* and *Professor Bernhardt*. After 1928 there were no new books. We published some of his older books in 1929 and 1930: *Little Novels*, *Dr. Graesler* and *Casanova's Homecoming*. *Flight Into Darkness* was to be his first new book since *Theresa*.

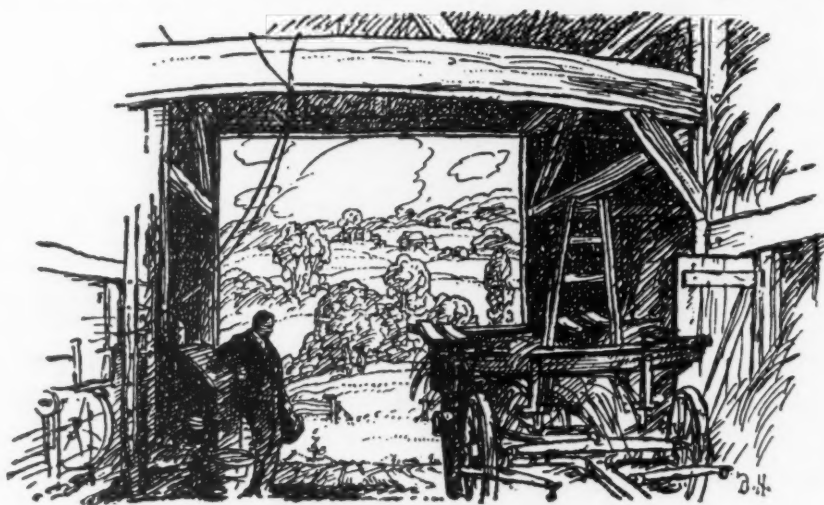
None of these books went beyond the 15,000 mark, not even *Casanova's Homecoming* which we had to defend against the misguided zeal of John S. Sumner. We have always published Schnitzler because he was a great artist, and we never attempted to capitalize on the unfavorable kind of notoriety which a Sumner suppression brings upon a book.

Flight Into Darkness, which we publish this Thursday, is the book of a man who has looked deeply into life. Its title, the very paper it is printed on, is prophetic.

SIMON AND SCHUSTER

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A new David Grayson



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by David Grayson

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DOUBLEDAY, DORAN

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Christmas Merrier ..

Here, again, we try to give you an idea of the people who are going to buy these books, *and for whom*. Note the generous price range, the wide range of interest. It's gratifying to know that these books will be no extravagance to anybody, and how much fun to give!

THIS WAS ENGLAND *by Alan Bott*

A picture book history of Victorian England—the unique illustrated book of the year. With contemporary wood-engravings and “period” text as entertaining as the drawings—quaint, lively, and often very funny. Everybody will like this book—belongs in every home. Bound in rich black cloth, stamped in gold. Nov. 23. \$3.50



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by Russel Crouse

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HAIL COLUMBIA

The Life of a Nation, *by Marie Lawson*. A biography of the United States that is a vivid, moving narrative. For all ages.

Richly illustrated. \$5.00

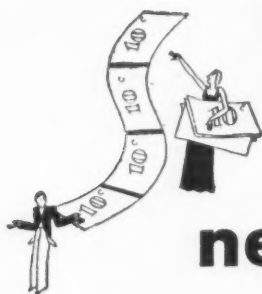
THE CHRIST CHILD

By Maud and Miska Petersham. The Bible text illustrated—a picture book that recreates intimately and reverently Christ's youth. \$2.00

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DOUBLEDAY, DORAN



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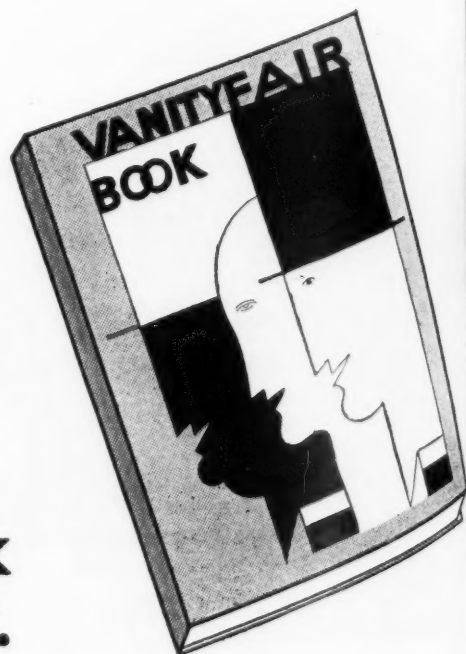


Stories and articles, ranging from the ridiculous to the sublime, by Corey Ford, Paul Morand, Walter Winchell, Heywood Broun, Alec Waugh, "Bobby" Jones, Ferenc Molnar, Jim Tully, Thomas Burke, Jean Rostand, Harold Nicholson, Andre Maurois, Morris Markey, Clare Boothe Brokaw, Julian Jerome, Charles G. Shaw, Paul Gallico, etc., etc.

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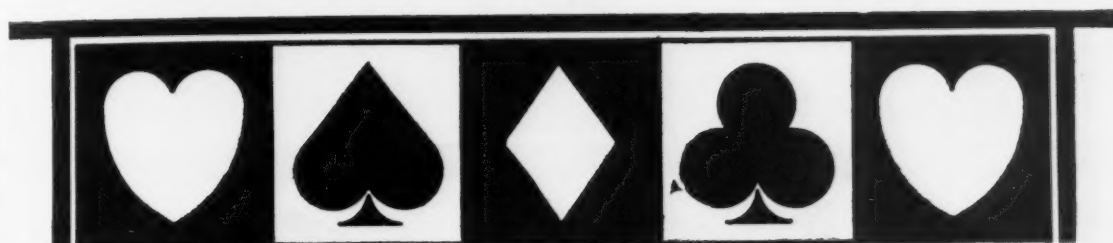
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Cleveland	Bookseller	10	115
Detroit	Dept. Store	50	250
Denver	Bookseller	25	100
Indianapolis	Dept. Store	50	300
Kansas City	Bookseller	10	160
New Haven	Bookseller	25	225
New York	Jobber	500	4200
New York	Dept. Store	50	1250
Omaha	Bookseller	25	125
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Philadelphia	Bookseller	25	160
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A PORTRAIT

BY HENRY JUSTIN SMITH

Illustrated by **E. H. SUYDAM**

"From now until the Century of Progress (World's Fair) of 1933 there will be a growing interest in what Chicago has *built* and in its normal life of activity, both work and pleasure." ★ This opinion, expressed by Henry Justin Smith, Managing Editor of the Chicago Daily News, expresses the spirit in which his **CHICAGO: A PORTRAIT** is written—the spirit in which the book will be accepted by the trade and purchased by the public. ★ For the first time in a book the reader of **CHICAGO: A PORTRAIT** will be able to obtain a clear and complete picture of Chicago as a whole. ★ Mr. Smith, who was co-author of *Chicago: the History of its Reputation*, points out that the present book is not only more up-to-date, but entirely different. It is a remarkable pen portrait of a great city, beautifully illustrated by E. H. Suydam. It is a book worthy of the company of its famous predecessors: *Old Louisiana*, *Fabulous New Orleans* and *Highlights of Manhattan*.

Price \$5.00

Published—November 5

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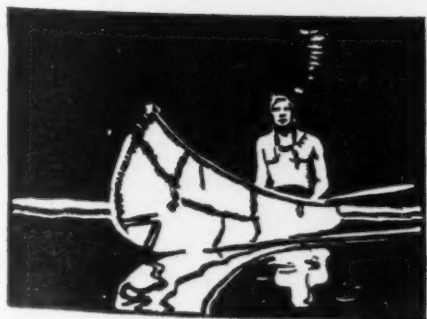
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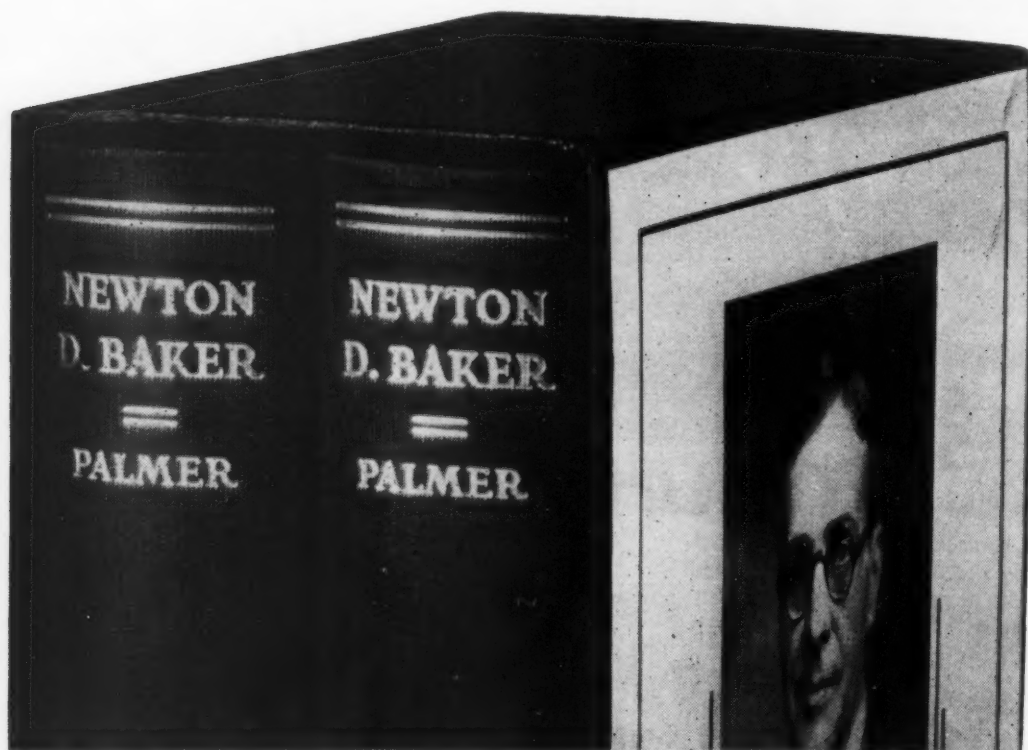
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The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, OCTOBER 31, 1931

Readers

A Chapter, Slightly Abridged, From "The Outlook For Literature"
By Ashley Thorndike (Macmillan)

THE one safe prediction that can be made of the literature of the future is that it will go on increasing in quantity. Leaving aside for the moment all questions of quality, we may be sure that more persons will be trying to create literature, that the amount of reading matter produced will be enormous and that the number of readers for both the old and the new will continue to multiply.

A poem can scarcely be said to exist until it has a reader. A drama must have an audience. A book has no life unless it is read intelligently by those to whom it is addressed. Whatever is written is manifestly affected by the numbers, intelligence and character of its readers. In the past the whole course and nature of literature have been profoundly directed by the inventions of writing and printing. Long before writing, spoken words had been woven into patterns of ritual, story and song, and these had been jealously treasured from one generation to another, but the chance for preservation was slight and the stimulus to fresh creation was limited. Before the printing press, a great treasury of manuscripts preserved precariously the learning and literature of the world, but the processes of reading and education were necessarily confined to a few persons and were beset with difficulties. The printing press ushered in the modern world of machinery, popular education and popular literature; and yet, as we look back, these changes seem to have been effected with incredible slowness. It was not until a century after the first printed

books that a great popular movement was manifest in English literature and then it was in the drama, still relying on the spoken word and only indirectly dependent on printed books. It was not until two centuries had elapsed, and then only in one nation, England, that periodicals and pamphlets began to afford a forum for a free and general discussion. Even after three centuries of printing, the reading public of England was limited to a few hundred thousand. Of the three million citizens of the new United States of America, we may doubt if one tenth could read the Constitution or even the Declaration of Independence.

In the century and a half since then, the reading public has been increasing by leaps and bounds. This has been paralleled by the growth of education and democracy, and has been facilitated by improvements in printing and in the distribution of printed matter. In Western Europe and the United States not only are the populations of those nations more generally literate, the average man reads more, and there is much more for him to read. Although Shakespeare was not a scholar, he read widely in the literature current in his time, but it would be difficult to name fifty books that he may probably have read by the age of thirty when he began to publish. Thousands of boys in college today are much more widely read. Among the fathers of our nation, men like Franklin and Jefferson, who read voluminously, had exceptional opportunities and made the most of them. The average man could get

access to but few books. Today great libraries are open to everyone. The vast reading room in the New York Public Library contains 30,000 volumes on its shelves, accessible to all, and on Sundays and holidays the room is crowded with readers.

This increase in the reading public has been constantly accelerating. Scott's novels through the circulating libraries were read by nearly everyone who read anything, but the first edition of a novel was only ten or twelve thousand copies. In the next generation "David Copperfield" sold less than twenty-five thousand when issued in monthly parts, and the top-notch for a novel by Dickens was thirty-five thousand. Today a very popular novel, syndicated through the newspapers after publication as a book, may reach five or six million readers within a year after it has been written. The London *Times* sold five thousand copies at the time of Waterloo. The score of newspapers which moulded popular opinion in the thirteen colonies at the time of the American Revolution cannot have averaged much over one thousand copies per journal. The number of newspapers now issued in this country is over fourteen thousand and the daily sale forty-three million.

The decade since the War in this country has brought a marked expansion in the demand for education and for reading. New publishing houses by the score, book clubs with a hundred thousand subscribers for the volume selected each month, biographies and treatises on philosophy among the best sellers—these are only a few of the signs of the times.

There are as yet no signs of any lessening in the demand for reading. No one has suggested that it can be stabilized. The manufacture of print goes on without fear of a diminishing demand. The more books one possesses, the more one seems to want; and there are still many persons who never owned a bookshelf. The number of books issued in the United States in 1927 was 227,495,544, providing nearly two books for each person. In that year the average family of five bought one or two newspapers every day, subscribed for two weekly and five monthly periodicals, purchased nine books (in the course of the year), four of which were textbooks.

Volumes in school and public libraries somewhat outnumbered the population.

The demand for education and for books is increasing everywhere in the world. Let us consider the 322,000,000 inhabitants of India, stirred now by vast propaganda and uncertain aspirations and think of the possibilities there for the printing press. Or China with its four hundred millions, most of whom never so much as dreamed of a book. Already the Eastern nations are reading more than ever before and reading the literature of the West as well as their own. A bookseller in China dealing with books published in English carried as many as 30,000 open accounts before the War. Throughout the world, despite famine, revolution, war, censorship and persecution, we may be reasonably certain that the next generation will multiply the number of readers.

Is there no possibility of stopping this reading, no likelihood of finding any competitors?

In the long run, and for the majority, no recreation has ever been found to rival that of reading. Dr. Johnson somewhere remarked that study has the great advantage over most amusements in that it is inexpensive and independent of the weather. As a means to both entertainment and education, there is nothing to compare with reading and listening to words.

Seeing pictures is probably the closest competitor. In the Middle Ages an illiterate audience in a cathedral listening to a service in a foreign language could feast its eyes on the stained glass and the carvings. Within the last fifty years we have had through the photograph an increase in the reproduction and distribution of pictures, comparable to the multiplication of printed words and culminating in the cinema. For a time, indeed, it seemed as if pictures were to have all the peculiar advantages of movement in time that Lessing had ascribed to literature. The early theorists of the cinema frowned on any words, and the voiceless screen was expected to tell a story solely by pictures.

The radio and the talking pictures appear indeed to mark a new advance in reproducing and distributing speech. The literature of the future may often be heard rather than read. The spoken word has in fact never lost its power. But whether the

words are written or spoken, they come to us as plays, poems, stories, speeches, in the oft-used patterns of literature. There are more listeners as there are more readers, and both are incessant and insatiable in their demand for literature.

Is this numerous public uncritical, hurried and superficial in its reading? This charge has often been made, but is it anything more than the usual attitude of the old toward the young, the conventional toward the new, the select against the many? It must be admitted, I think, that reading is less repetitive than it once was. Few read the Bible over and over, as men did when it was the only book they had, but one may doubt whether this reiterated reading was always intelligent. It was once the mark of a scholar that he knew the Greek and Latin classics almost by heart, but a good deal of that scholarship seems to have been rather idle though pleasant occupation. Lord Macaulay read everything and read what he liked over and over. He read "*Clarissa Harlowe*" so many times that he said he could repeat it by heart. Could anything be more foolish unless to put him to the test? The ever swelling flood of new books has made it unnecessary to reread old ones merely to kill the time. But even so, I doubt if relatively there was ever more careful reading than now. Shakespeare's text has been scanned as has no other author's. There are few students of literature who do not reread their favorites, Homer, Dante, Milton. Two novelists as dissimilar as Jane Austen and Dickens have those who return to them year after year. There are still many who carry in their memory a rich store of the noblest poetry.

When the English reading public numbered ten thousand it contained a small minority of thoughtful readers and a large majority of uncritical and superficial. The proportions are probably not changed now that it numbers many millions. A special public may acquire special training and appreciation for a particular form of literature, as did the Athenians who awarded the prize to Sophocles and the London illiterates who gave their plaudits to "*Hamlet*" and "*As You Like It*." But no one could hold that these audiences were more intelligent, better educated, more literary than the audience tonight

which listens in on the radio. The modern reading public is vastly better informed than that of earlier days. It ought to be, for it is the heir of the ages; it is probably no less intelligent or mentally alert.

Certain considerations, however, are making and are likely to continue to make against as serious and keen an interest in reading as in earlier times. In the first place the conditions for easy reading have become widespread. When one read a black-letter book by a sputtering candle, he could hardly be said to enjoy easy reading. When Lincoln read the few books he could borrow by the light of the fire of shavings, his discomfort perhaps added zest to the task. Today at all events there is much more encouragement than ever before to read merely to pass away the time. A second consideration is the fact that the rapid growth of the reading public renders the veteran readers relatively few in comparison to the neophytes. The majority are always those who have read little, and the great sales of printed matter are to those who are being tempted to read more. In a stabilized market, the proportion of good and bad, serious and trivial, casual and constant would remain about the same. So long as education and reading are both rapidly extending their boundaries, there will be a certain excess of the inexperienced, unreliable and superficial. It is against this increment that the sneers of the veterans are already directed. But if a good deal of this reading is commonplace and easy, that merely goes to show that we are still engaged in the continued process of popularizing the reading habit.

A third consideration arises from the number both of books and readers. There was a time when everyone read what everyone else read. There was little question of what was profound and what was superficial. Today millions are trying to read what everyone else is reading. It is impossible. If Dr. Johnson, the literary dictator of his time, said read this book, several thousand persons in the course of a decade would probably do so. Now in this country a hundred thousand persons buy a book each month because it is selected by a self-constituted committee. But this does not prove that readers are more or less like sheep than in Dr. Johnson's day. It probably indicates that today they are seeking

more anxiously for some guidance in directing their reading in the proper channels. We are attempting rather blindly by means of extensive advertising, by book clubs, by terrible blurbs, by libraries and colleges and through other means to advise this great public what to read. In general in this country, the process of getting a new book to its proper reader is still enormously confused. Somewhat similar conditions are likely to prevail while this reading habit is being popularized in a hurry. In consequence, a good deal of current writing is certain to be repetitious and negligible.

The public today, it must be remembered, reads old books as well as new. The best seller is not the popular novel of the season but the schoolbook that sells year after year or the standard work that sells forever. The reading public today is doing just what it has always done, testing new books by old. It is slow to relinquish an old favorite, though it reads hastily a vast amount of printed matter which it at once discards. Much of this new matter is repetitious. We like the editorials in a certain paper because they conform to our views and with slight variations say the same thing morning after morning; we like this novel or that play because they differ so slightly from others that we have liked, but the great bulk of novels, stories, debates in any period of literature are conventional and commonplace and this will be true of the future.

Much of this new matter does not make literature and is not intended to do so. Much that is printed is for definite purposes of advertising, business, education, propaganda. Literary talent has been employed for practical purposes since the days of the Greek sophists and rhetoricians, but the extent to which it is used today gives some cause to fear for the future. Advertising and propaganda in behalf of business, person or cause, are likely to go far beyond present limits and to employ the most skilful pens that money will buy. Nor is it impossible that some notable literature will arise from these sources. After all, it should be as easy to write a good poem on a great railway system as on a king's birthday. But by far the greatest increase in printed matter is in recording and commenting on the news. Not only our daily papers, but many of our other periodicals

and some of our books are devoted to informing us about the immediate present. We read every morning both the local happenings of our neighborhood and the course of the revolution in China. The modern man is distinguished from his predecessor by his extensive and immediate knowledge of the present. Most of this news is never thought of as literature, but it is not always easy to draw the line. The pamphlets of Swift and Defoe dealt with current happenings; the essays of Addison and Steele with current modes; the novels of Dickens often took a theme of reform of immediate interest. Our reading public is abundantly informed on the present, and is most easily excited by writing about affairs of the day. Many of the chief writers of the last hundred years have yielded to this demand, as for example, Carlyle, Ruskin, Shaw, Wells. The recent revival in American letters is concerned largely not only with the American scene but with the present day. Such writing may have for its purpose satire or reform, but it counts on a sure public response. I do not think that literature of the future will consist solely of tracts for the times, but I have no doubt that it will be very much occupied by the affairs of the moment.

Our growing body of readers, however, must not be thought of as a single public even within the limits of a single nation. It is not one audience but many, some huge, some small and select. The diversity of our reading public is even more remarkable than its size. One may still interest it by writing of home, heaven and love, but there are countless other themes and an amazing variety of methods which appeal to some. This diversity of interests will surely increase. The reading public will not be limited by class or nation or wealth or occupation. It will spread to include all interests and to demand still further specialization.

The very size of this public, however, is itself an influence on the nature of literature. It may encourage easy reading, it may exhibit a superficial taste, it may be susceptible to propaganda and the daily news, it may have all the defects arising from rapid and prodigious growth, but it offers more incentives than ever before. It will pay better, it will support a larger

and a more diversified body of writers, it will have an appreciative response for more varied talents, and it offers a tremendous inspiration to genius.

A man and his book may stand quite unaffected by the public demand. The innovator will usually have but scant appreciation in the beginning. In the main, however, we may be sure that readers are going to be not only vastly more numerous

and varied but more influential in determining the literature of the future. During the next fifty years it is scarcely possible that civilization shall not be more intimately and constantly reflected in its literature. If that civilization is advancing, it is scarcely possible that its literature shall not be leading the way—educating, amusing, informing and inspiring men more effectively and variously than ever before.

Polonius Was Right

Norman A. Hall

EVER since, some years ago, distributors began to hound the booksellers to install circulating libraries, I have been waiting for a champion to arise and denounce the false prophets. From their point of view, they are making business; they are solving the problem of selling fourteen books this year where they sold eleven last. We will, say they, fill up twice as many shelves as heretofore; the one group with books for sale, the other with books for rent. Let the publishers rejoice. Next year? Oh, well, something good always happens next year.

The obvious fallacy, of course, is that because a bookseller has twice as many books in his shop is no reason that their publishers will make more money that year, still less that *he* will. Yet whether he makes more money this year or makes less money, the important thing to consider is the long-range consequence of a rash of bookseller-circulating-libraries in our land, and of the mental attitudes that they engender, and that engender them. I understand from older booksellers that the long-range view has not been a common phenomenon in American bookselling history.

From Samuel Pepys to date, the buying of a book has been an adventure and a delight; the borrowing of a book a make-

shift imposed by indigence real or assumed, laziness, or intellectual impotence. I have yet to read or hear a glowing account on having borrowed a book, much less on having rented one. And as for leaving wrappers on the outside indicating a book has

come from a lending library:—well, some people would as soon appear at a wedding with their morning coats labelled "rented."

A glimmer of the right approach to bookselling problems crops up now and again when somebody calls attention to the fact that the

permanent possession of books constitutes the condition of their greatest value to the individual; and that it should be the business of booksellers to remember what their title means. If you went into a store to buy a lamp for your living-room table, and alongside the one you rather fancied was an identical one for rent, wouldn't your incipient pride of possession slump? Wouldn't you think that, perhaps, fashions changing as they do, you'd be a sucker to pay forty-seven-fifty for a lamp that you could rent for a month? Wouldn't you feel that the lamp retailer had some grave doubts as to the permanent value of his wares? You would.

Of the few services done to bookselling by the detested book clubs has been the

EVERY trade problem should be reopened for discussion, said a publisher to the Publishers' Weekly the other day, and in the next mail we received from an able young New England bookseller this brisk attack on that most accepted of present day institutions, the rental library. Who will answer Mr. Hall or corroborate?

emphasis on owning good books. Whether these particular books have been good is beside the present point. Why should we kill this tender plant which has been matured along with their weeds?

Now, Public Libraries are great institutions. There your interested citizen may look up mooted points in question-and-answer games; his wife may assemble the material for her paper at the club; and his children may consult the books that he feels he cannot afford to buy. They fill a respectable highly-honored place in the community; and perhaps just for that reason the bookseller should hesitate to compete with them. Our local Public Library is among the best; it has a Duplicate Loan Collection where more or less current fiction may be borrowed at a low rate. The availability of this mass of fiction may not be the best thing in the world for our citizen's mental growth, but after all they pay the taxes and that is what they want. The Public Library is filling its function in supplying light diversion, along with its other commodities.

I suppose that there are two types of people who ask me whether I have a lending library; the first type sticks its head in, and slams the door upon receiving a negative answer. It rarely waits for my polite explanation that it may perhaps be served in a giftshop a few doors away. In general its enunciation is not so distinguished as the second type's. It practically never buys a book of any sort.

The second type may belong to that group of women who hold it necessary to their social well-being to have read "everything"; it may be a man or a woman with far too much leisure time, and an acquired taste for spending it in vicarious adventures; it may be just a potential book-buyer who has been through the hands of a lendarian, and had his ideals shattered. This type is generally better informed about books, and buys them at Christmas and for birthday and bon voyage presents.

Now, these people come in and look at my books and often want to talk about them. When they trot out their question, "But isn't this in your lending library?", we are already established on a conversational footing. It is quite easy to tell them that you are not interested in supplying fodder for omniverous readers; or you may

put it more politely than that; in any case, they must of course realize that they are not of the fodder-consuming type. You must stress that you, as a conscientious bookseller, go over the publishers' output most carefully, and stock only the books which are well worth owning. You have the newest books at \$2.50 and \$2.00 and up; you have rebinds; and you have some good used fiction from private libraries for very little money. You have a permanent intellectual acquisition within the scope of everyone's purse.

Your customer has one great advantage over you; he can make a childish statement, but you may not reprimand him, or ever tell him of his immaturity. I refer to such a remark as "I'd love to own more books, but our little bookcase is full now;" or, "There are so many books I want to read but don't want to own." How comforting, perhaps salutary, it would be to say to the latter person, "Then why not go to the movies or stick to your radio? If you only want to get a temporary, sensual satisfaction out of your leisure, you are wasting your energy in doing any reading. Good day to you, sir; we specialize in the permanent satisfactions of life." But we can't do that. And after all, perhaps his soul is not dead, but merely bruised.

And if it is, the Neighborhood Book Club idea usually will take root.

"Why don't a dozen of you on Smith Street get a book apiece to hand round? Or two books apiece? I've furnished hundreds of books this fall for just that purpose. Generally the best plan is to pass the books on to the next member of the circle on Saturday without fail. Or perhaps a less formal arrangement would suit you better. Of the two books you get at intervals, one at least you will find tremendously interesting. How do I know? Because I pick out the books; not from a half-dozen or half-a hundred submitted to me by a few publishers, but from the whole output of all the American publishers!"

Definitely an intellectual step above indiscriminate book-hiring, you must admit. The idea, also, that only known individuals have handled a book that she is reading appeals tremendously to a fastidious woman, as well it might. Many a man who would not pick up a discarded news-

paper on the subway will thoughtlessly read a book at tenth hand; not his wife.

Of course, the success of the Neighborhood idea, which should and does develop book-owners out of book-renters, depends largely on the bookseller. He must make every effort to choose the books wisely; or, in the case of large book clubs, steer the committee away from the rocks and shoals covered by overweening publishers' advertising. Then if ever is no time to push plugs. An honest soul and a helpful hand will keep you your Neighborhood Circles and gain you others, even in the face of disastrous discounts offered by an unscrupulous competitor.

The alternative to building book owners is to let American readers develop in the opposite direction till they acquire something of the English idea, that book-buying, like riding first, is something affected by the very rich, the professional classes, and the weak-minded. If you have any illusions about the effect of highly-organized lending library business on the booktrade, talk with any good British bookseller or publisher. He knows.

And these theories of mine explain why, when a customer asks me when I am going to start a lending library, I reply, "When Browning & King start renting their clothing."

The Wide-Awake Book Shop

A Shop Built to Fit a Community, That Has Grown Through Its Service to That Community

Alice Payne Hackett

THE Wide-Awake Book Shop in Wilkes-Barre, Pennsylvania, has had a rapid and continual growth since its beginning, seven years ago. As a matter of fact, it did not start as a store at all. The woman who realized that Wilkes-Barre needed a store such as the Wide-Awake has become was Anna M. Olcott, for many years principal of the Wilkes-Barre Institute, a large private-school for girls. So she started to sell books in her own office in the school. A year later this bookselling enterprise had grown so large that her office could no longer contain it, and the business was moved to an upstairs store on Franklin Street, across from the school, and the Wide-Awake Book Shop officially opened as a store.

After a number of successful years in the upstairs store, the bookshop was moved to its present location in the Hotel Sterling. The store occupies two large corner rooms at the intersection of the drive along the river, River Street, and the main business street, Market Street, which begins at the bridge where most of the motor-traffic enters Wilkes-Barre.

The entrance from Market Street is

into the larger room opposite a door into the hotel lobby. In front of the door into the hotel is a table where popular dollar non-fiction is displayed because these books have been found to be the best sellers with hotel transients. In the center of the room is a table devoted to the newest fiction. Along one side wall are the shelves of children's books. In one corner is the desk for wrapping, and on one side of the street door is the bulletin board, where publicity of various sorts is hung. Underneath it is a small table holding advertising booklets with the sign "Take One," above it.

An arched doorway and a few steps lead to the light and attractive corner room pictured here. On the wall shelves is the main stock of fiction, non-fiction, art books, etc., with tables displaying the newer books.

The success of this store during its few years of existence is an almost perfect example of the principle of demand and supply. Miss Olcott grasped the need of the town for the right kind of bookstore. The year of selling books in the school was an economical method of starting business, for there was scarcely any overhead



The Wide-Awake Book Shop occupies two large corner rooms in Wilkes-Barre's Hotel Sterling

expense. The pupils of the school, which is a very large and well-known educational institution, were, of course, among the first customers. But trade was not confined to the pupils and their parents. The fact that the venture was a step in the right direction, that such a store was needed, was immediately proved, for more and more customers entirely unconnected with the school began to patronize the store, thus providing the little shop with the needed contacts for expansion.

Wilkes-Barre is primarily an industrial town, though like many American cities it presents the anomaly of a community much older than its recent industrial growth. Wilkes-Barre, lying in the beautiful Susquehanna Valley, is pre-Revolutionary in its beginning. It has many landmarks and memories of Colonial and Revolutionary times, and many old families. It has always been a town of several thousand population, but, since Civil War days its population has grown rapidly, so that it

is now nearing the 100,000 mark. It has become the center of the anthracite coal industry in Pennsylvania. The nearby hills have been stripped of vegetation and blackened by the coal dust, which keeps the many miners' shacks and small houses a dirty gray. Factories of many kinds surround the city. It has become a wealthy manufacturing city instead of the small center of an agricultural district. In many cases, descendants of the early settlers, owning land, have become wealthy, too. The factories and business enterprises have made a large class of people of moderate wealth. By far the greater part of Wilkes-Barre's population is, however, the working class, workers in mines or factories, mostly foreigners. They read, when they read at all, books borrowed from the large public library in Wilkes-Barre. The sons and daughters, however, the second generation, which has spoken English from birth, Mrs. Beinert, the manager of the Wide-Awake Book Shop, finds, are becom-



An arched doorway and a few steps lead to the light and attractive corner room, where the main stock of the shop is kept

ing customers of the store, especially the boys and young men.

These two elements of the city are difficult to fuse into a business clientele, as the bookstore with a definitely limited circle to draw upon for customers must fuse them to some extent. Mrs. Beinert has found that, within a nine-mile radius, shopping is done in Wilkes-Barre. With the population of the city itself, this makes a population to draw from of about 250,000 people. How many of these are readers, and how many bookbuyers? That must be left to statistics. But, with the exception of the first American generation of the foreign population just beginning to buy books, it is easily seen that bookstore customers had to be drawn chiefly from the old residents and the newcomers of the executive class, both possessing a more than average amount of wealth, and therefore unusually good potential bookstore customers.

The growth of the bookstore clientele

has been quick but natural. It has not been forced but has been built up by giving people what they want and filling a definite need in the community. Several years ago it was suggested to Mrs. Beinert that she start a circulating library in the store. She talked the matter over with Miss Olcott, and they decided not to install one, as it would not be in keeping with the general policy of the store, the reason for its beginning—to *sell* books. To renounce the possibility of what is universally considered one of the most profitable side-lines a store can have, especially the big general bookstore, serving a whole city and the surrounding country, is not, however, as quixotic as it sounds, for Mrs. Beinert and Miss Olcott know what their customers want, and their experience has proved that they want to buy good books. For a similar reason this store does not stock any reprint fiction or any of the cheaper series of children's books. The dollar reprints of non-fiction are carried

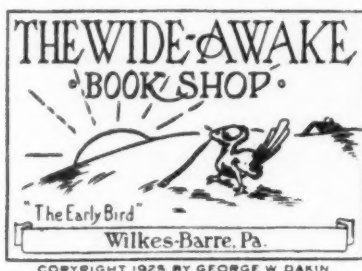
because they are the best-selling items with transients in the hotel. Transients, however, form a small percentage of the store's clientele. A few people summering and touring in the near-by Pocono Mountains are occasional customers and these sometimes come back to the store year after year. The main automobile road south from the Poconos, crosses the river and enters Wilkes-Barre on Market Street, so that the attractive windows of the Wide-Awake Book Shop are the first in town to meet the traveler's gaze. Some miles before entering Wilkes-Barre the traveler has already noticed the large school of which Miss Olcott is principal. The low-rambling brick structure looks like a modern high school, rather than a private day-school.

The most successful method of selling Mrs. Beinert has found to be direct mail advertising. Because she knows her customers, knows just what they are interested in, and what they will buy, she is able to write letters to these people about a new book or books, and get orders in return. There may be a new book that she knows will interest a number of doctors, "The Great Physician," for instance, and though she may write only a few letters, because the number of doctors among 100,000 people that she can number as her customers is decidedly limited, those few letters will bring a far greater percentage of orders than would a large number of circulars. On books of wider appeal more letters, of course, are sent out. On Pershing's book, 100 letters were sent out and 30 replies received. Two of the limited edition were sold, and three more could have been sold if she had had them. Mrs. Beinert has, during the past weeks, been working on the Newton D. Baker book, which has just been published, in the same way, and expects equally good results. When big non-fiction leaders such as this are published and fiction like

"Shadows on the Rock," numbers are sold on the day of publication, through the advance letters. The letters are hand-addressed, contain a short note and sometimes a card or folder supplied by the publisher, and the results are direct, because they are sent to the right people, those whom the managers of the store know as purchasers of good literature, once their attention is attracted to some particular new item. For this is the gist of the matter—once the books are on the market—to attract the attention of the right people to those books.

Mrs. Beinert says, in pursuing the store's policy of giving service, she has written to places all over the world to get books customers want, and has got them, chiefly by means of the "Books Wanted" section of the *Publishers' Weekly*.

One of the typical results of this bookstore policy of knowing customers and their interests is a Wide-Awake Book Shop patron who buys every book in stock. In a corner of the main room of the store Mrs. Beinert has a small enclosed office where on a shelf she keeps one copy of every new book that is in stock, fiction and non-fiction. When this customer telephones for some books, she sometimes mentions that she'd like some new detective stories, or a couple of biographies. Then Mrs. Beinert picks out from the shelf a few books that she thinks will meet her customer's mood and sends them to her. This customer, who is an omnivorous reader, has two children, now entering their teens, whom the Wide-Awake Book Shop has brought up as far as their reading goes. It has supplied them with good juveniles ever since they were old enough to read, and now that they are old enough to do their own book selection, two more good customers will be added to the shop's list of people who know where they can get good books that will meet their tastes and demands in Wilkes-Barre.



Toy and Book Exhibit

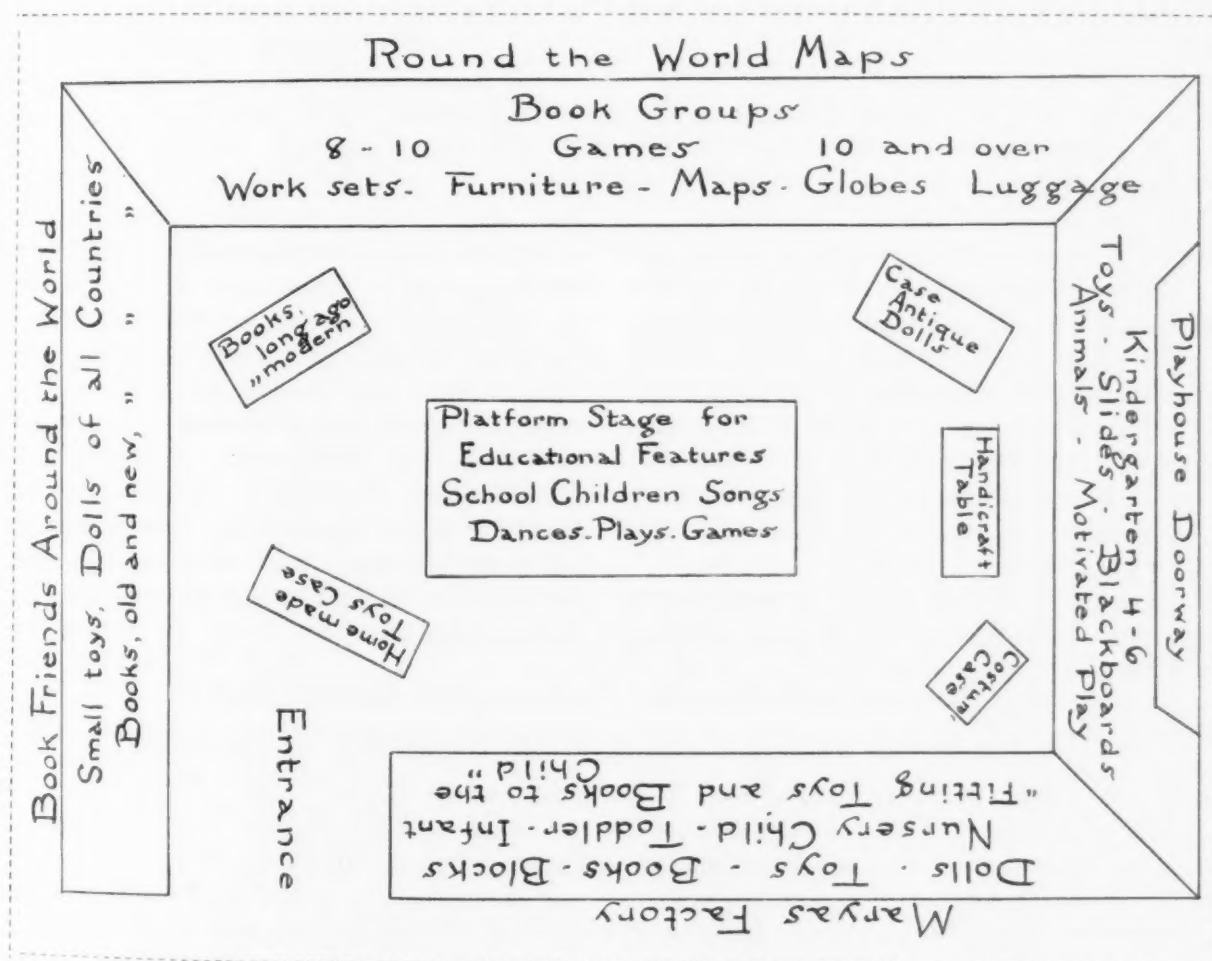
Marjorie C. Kumler

AN educational exhibit of toys, play materials, and books, held in the auditorium adjoining the book department of Frederick and Nelson's, Seattle, Wash., October 21-24, under the auspices of the local branch of the American Association of University Women, primarily for the teachers of Washington Educational Association, offers suggestions of value to every retail book department.

It anticipates by almost a month the slogan for Book Week: "International Friendship—Children Everywhere." The exhibit consists of toys, play materials, and books, suitably combined for the different ages, and including antiques, collections of

toys from many lands, home-made toys prepared by the pre-school council of Seattle, toys made by children in the Orthopedic Hospital, books related to toys, and bibliographies for parents.

A list of 150 titles of books about children in other lands, approved by the Seattle Public Library, covers thirty-seven countries: Africa, Alaska, Albania, Arabia, Austria, Canada, Central America, China, Egypt, England, Europe, France, Germany, Greece, Greenland, Holland, Hungary, India, Ireland, Italy, Japan, Labrador, Mexico, Norway, Palestine, Persia, Poland, Portugal, Russia, Scotland, Siam, Siberia, South Seas, Spain, Sweden,



A small low rail separates spectators from the Exhibit. Backgrounds are black, with fairy tale scenery and maps; doorways in green; trimmings in red, gold and yellow. The auditorium is 75 feet long and 59 feet wide

Switzerland, and the United States.

These toys are classified by ages:

Infant: to 1½ years

Toddler: 1½ to 3 years

Nursery School Child: 3 to 4 years

Kindergarten: 4 to 6 years

Extension: 6 to 8 years

Distinct Realist Group: 8 to 10 years

Special Development, Hobby Interests and

Aptitude: 10 years—over

Each visitor to the exhibit will be presented with a pamphlet containing these lists. Visitors to the exhibit will daily include some member of the foreign legations, as well as hostesses in costumes of Holland, Brittany, Denmark, Norway, Russia, Germany, Italy, China, Japan.

A novel series of educational features will be held each day from 11 to 12 A.M.:

Play Rhythms for First Graders

Handicrafts for Older Boys

Rhythm Band for Kindergarten Children

Puppet Making—

A Puppet Club—Junior High School

Puppet Makers — Intermediate and Primary Children

From 3 to 4 P.M.:

Recreational Activities in Science—Older Boys and Girls

Bean Bag Making—Older Girls

A Poetry Club—Primary Children

Toy Makers and Sculptors in Clay and Soap—Upper Elementary Children

Poetry Dramatization—Primary Children
An Italian Musical Trio.

Designing and Constructing—Older Children—Making of Beautiful Paper, Booklets, and Portfolios

Painting and Drawing in Water Colors, Calcimine, Crayons—Children of Elementary Grades

After school hours, little children in costume will preside over two circular

reading tables where juvenile guests will be able to make an acquaintance with many of those fine books beloved by little children everywhere.

In brilliantly-grouped displays, a new plan of toy-book relationship has been developed. For example:

If the toy is a box of blocks, the blocks will be built into something. One local school, after the Herndon-Pangborn plane was on exhibition in Seattle, October 8-9-10, built by blocks and boards a model of the plane, in excellent balance. When it was completed, the class danced around it, without knocking it down, appreciating the value of their joint efforts past the destruction point.

Since the same basic principles underly the purchase of toys as well as books, this exhibition illustrates three questions that the mother should ask herself:

1. Can you make this toy at home to serve your purpose?
2. Which toys and books are so valuable you must have them to give lasting joy to your child?
3. Which toys and books are really for the whole family?

The educational emphasis and value in such an exhibition comes from the fact that a child's acquaintance with material (a book, a toy) which gives information about foreign countries, will gain for that child an insight into those countries, customs, habits, and viewpoint. An examination of a collection of foreign picture books will make the world map more actual to a child's mind. It will no longer be a flat sheet of paper bounded by line and color demarcation, but it will mark the homes of individuals, as well as the sources of interesting toys.

BOOKS ABOUT GAMES, TOYS AND HANDICRAFT

Selected by the Seattle Branch of the American Association of University Women

Adams, Peter. "Clipper Ships, Cork Ships and How to Make Them." *Dutton*, 1929.

Allen, Elmer L. "Model Airplanes, How to Build and Fly Them." *Stokes*, 1928.

Aunt Jo and Uncle George. "Kritters of the Kitchen Kingdom, How to Make Animals Out of Vegetables." *Little, Brown*, 1922.

Bancroft, Jessie H. "Games for the Playground, Home, School and Gymnasium." *Macmillan*, 1923.

Bullivant, Cecil Henry. "Every Boy's Book of Hobbies." (New Edition).

Nelson, 1930.

Califf, Gladston. "Permanent Bird Houses."

Bruce Pub. Co., 1924.

- Forbush, Wm. Byron. "Manual of Play." *Jacobs*, 1914.
 Foster, Robert Frederick. "An Encyclopedia of Games." *Stokes*, 1927.
 Garrison, Charlotte G. "Permanent Play Materials For Young Children." *Scribner's*, 1926.
 Hall, A. Neely. "Home-Made Games and Game Equipment." *Lothrop*, 1923.
 Hall, A. Neely. "Making Things With Tools." *Rand McNally*, 1928.
 Keelor, Katharine L. "Working With Electricity. A Book of Lights, Bells, Magnets and Messages." *Macmillan*, 1929.
 Leonard, Minetta S. "Best Toys for Children and Their Selection." Pamphlet, *Educational Office, A.A.U.W* 40 c.
 McIsaac, F. J. "The Tony Sarg Marionette Book." *Huebsch*, 1921.
 Plimpton, Edna. "Your Workshop. A Book for Boys and Girls." *Macmillan*, 1926.
 "Playground and Specifications for Home-Made Apparatus." Pamphlet, 1929. *National Recreation Assn.* 315-4th Ave., New York.
 Snow, Bonnie E. and Froehlich, Hugo B. "A Hundred Things a Girl Can Make." *Lippincott*.
 Thatcher, Edward. "Making Tin Can Toys." *Lippincott*, 1919.
 Trace, Margaret. "Block Building." A Practical Guide for Mothers and Teachers." *Milton Bradley*, 1928.
 Verill-Verrill. "The Home Radio Up To Date. How to Make and Use It." *Harper*, 1927.
 The Work and Play Series: "Your Workshop," "Playing With Clay," "Mother's Piece Bag," "Playing With Electricity," "The Box Book." *Macmillan*.
 Wright, Harry. "Toys Every Child Can Make. Coping Saw Animals." *Bruce Pub. Co.*, 1927.

In and Out of the Corner Office

"THERE is one thing to be thankful for this year," said John Kidd when he called at the office of the *Publishers' Weekly* last week, "and that is that we are having some mighty good merchandise from the publishers, books that can be readily sold and sold in quantities. In spite of some falling off in totals, I have found myself buying with confidence in large quantities on many titles because of a feeling I have that these are books that can be sold in good quantity in any year." ❀ ❀ ❀

Hyman Rosenbloom, who succeeded Walter Everett as manager of the book department of the R. H. White Company of Boston, is planning a vigorous campaign on the cheaper titles, reprints, popular editions and dollar books, but does not see much hope this fall for five dollar biographies and two-fifty novels. During the Christmas season, the floor space of the book department will be doubled, to enable the handling of additional stock and to facilitate better display. ❀ ❀ ❀

Edwin Mitchell of Hartford, who has done his good bit in the last few years to remind us that Hartford is a book publishing center, is back at the old address after a winter and spring in the Balkans and Asia Minor and a summer in Maine. We asked him how the bookshops were in Angora and he has promised to tell us some day. ❀ ❀ ❀

Thomas F. Mahony has just been appointed Sales Manager of Frederick A. Stokes Company succeeding the late Harry F. Savage. Mr. Mahony entered the employ of the Stokes Company in 1909 at 14 years of age and worked his way through various departments finally becoming traveling salesman covering the smaller towns first and later the Pacific Coast and large cities in the middle west. In 1918 he went overseas and served with the A.E.F. until September, 1919. On his return, he accepted a position as traveler for the Bobbs-Merrill Company with whom he remained until 1922 when he rejoined Stokes Company as salesman covering New York City.

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

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October 31, 1931

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Are Rents Too High?

WE believe that one of the great difficulties that has faced booksellers as it has faced all retailers in the past decade has been an increase in rents out of proportion to the possible return that could be obtained for the average business. Now that every city has many vacant stores, there may be opportunities for booksellers whose leases are expiring to get their rents into a better proportion to their sales.

In some cases rents based on percentage of sales are being offered to retailers, in order to encourage them to undertake new enterprises. Landlords, of course, have to guard their own interests, but, for a going retail business, some figure ought to be arrived at that would be fair to the landlord and give the bookseller a reasonable chance to save some of his money for salaries and promotion. Rentals in many bookstores run from 7% to 10% of the total sales, varying with the location and type of business done. Whatever the type of lease made, every retailer should make sure that if he has an opportunity to renew, he must renew on some basis that gives him a more reasonable chance to make some profit in the next five years.

As to Drugstores

ON the Appleton list this fall there is a volume on "The Merchandising of Drug Products" and the bookseller turns its pages to find the author's comment on the place of books in drugstores. Dr. Olsen is lecturer of the School of Business at Columbia University and a member of the Directing Committee of the Druggists' Research Bureau. However, the examination of text does not indicate that drugstores as he sees them are over-much occupied with books.

Dr. Olsen says, in his analysis of the various types of merchandise that drugstores carry: "Books, magazines, newspapers and rental libraries: Here again opportunities sometimes exist in the drug-trade when specialized distributors do not, or cannot, meet the demand. The rental library is a field in which a number of drugstores have had increasing success. The value of the rental library is its power to draw customers to a store. Rental libraries have not been successful in a number of drugstores because of the failure of druggists to provide their patrons with the kind and variety of books in which they are likely to be interested."

Nothing from Dr. Olsen about the general run of new books or reprints or even of remainders. Can it be that the Directing Committee of the Druggists' Research Bureau takes books less seriously than it does the booktrade?

The Depression Sets Us Thinking

"THE most striking feature of the depression," said Dr. Charles A. Beard in a recent address, "is the existence of a new attitude of mind among citizens and organizations given to exploration rather than fatalism. Other panics have been endured by the great and wise as plagues, but this depression is accompanied by a searching of heart in high places. They used to say depressions are inevitable. Now they are doing constructive thinking about preventing them. A century from now historians will discover in the faded documents of 1931 the significant beginning of a drastic change in the economy, ethics and institutions of American democracy. They will find that our era marked the beginning of a movement

of moral and intellectual power for planning as a prevention of economic cycles which cannot be stayed."

Here from one of the major prophets in the American arena can be heard a new call to those who publish and distribute books to put into increased circulation the most constructive and far visioned discussions on our economic condition and our economic future. Dr. Beard has pointed out accurately and clearly the situation in our country today, and with such a new attitude of mind existing it is beyond question the duty of the distributors of books to take more seriously than ever before the responsibility for supplying the best material in this period of intellectual awakening. Booksellers are reporting to us that people are reading more serious books, and a great many of these serious books are those which cover the economic status in this country and other countries.

Women As Book Buyers

IN the November *Atlantic Monthly*, Albert Jay Nock, one of the ablest of journalists, cites extensive figures to prove that women control at least 40% of the financial resources of the country. If this is the case, not only would the household budget be in their control but it would seem that they might well be expected to supply at least 40% of the bookstore customers. At present, this is probably not the case. To prove his contention, Mr. Nock finds that 53% of the stockholders of the American Telephone and Telegraph Company are women and only 38% are men; that the Westinghouse Air Brake Company has more women than men as stockholders; that women are beneficiaries of 80% of the life insurance policies; that they comprise the actual majority of stockholders in the largest corporation in America; that they constitute from 35% to 40% of investment bond house customers; that women millionaires are as plentiful as men.

Bookstores have usually reported that men out-number women as book buyers, partly because men had a greater control over the purse strings of the nation, but it might seem from these figures that book collecting would follow the trends of invested income, and that women would increasingly appear as buyers of fine and rare books.

"It's Smart to Be Thrifty."

STROLLING about in the enormous book department of R. H. Macy & Co. last week our eye was caught by a display of very gorgeous volumes. We discovered the Macy Library just published by R. H. Macy & Co. themselves. We invested in a copy of "The Way of All Flesh," a stout 12mo about one and a half inches thick, bound in shiny black cloth with a modernized design in pale green cloth pasted on the black and two groups of concentric circles in silver on the green. The top is stained silver and the book is wrapped in cellophane. Thirteen titles in the Macy Library have been announced so far. The title-page on the bottom bears the simple imprint "The Macy Library." These books are printed from plates leased from the *Modern Library* and look to us as good as any 75c. books we have seen. They sell for \$1.98. At a nearby counter, we bought for 54c. a copy of the *Modern Library* "The Way of All Flesh" much better printed from the same plates and reflected that no one is in debt to Macy's. Because the plates of the Macy Library were made for small books, the placing of the type page is often unfortunate for those who care for a well-made book and in many volumes the plates are set askew and the type impression is poor indicating careless press work.

This venture into elegant bookmaking by Macy's is very amusing to those in the booktrade who know something about bookmaking. It is a logical and obvious comment that if these non-royalty books are worth \$1.98, then many of the good dollar books are worth at least \$3 or \$4. Of course, it's always being said that the price-cutter has to get back his money some way so that if he sells trademarked merchandise for less than it's worth, he must sell cheap merchandise for more than it's worth. Another reason for launching the publishing venture probably arises from the fact that competitors, often having a very small book business, have often cut the price on some series in which Macy was specializing. Macy would underbid the competitors and down would go prices. Macy, however, because of their large sales must have suffered many times the loss that the other department stores, who competed with them, have suffered. No such

guerilla warfare can rage around the Macy Library. The fallacy of Macy's famous underselling by 6% has frequently been commented on. How it applies in the present case is something with which our mathematics fails to cope.

National Treasure

TO our capitol city, where was brought last year with great public acclaim a great collection of early printed books, the Vollbehr Collection for which Congress had appropriated \$1,500,000, there is now being transported the great Shakespeare collection of Henry Folger valued at \$4,250,000. Last week an armored car with five guards carried some of the cream of this great collection to the quarters provided by Mr. Folger in the beautiful building back of the Library of Congress. Thus the nation welcomes to its resources the great Vincent Folio of 1623 which the printers of the book presented to the Royal Herald, "Venus and Adonis" of 1599 valued at \$75,000, "Titus Andronicus" of 1594, the first printed work of Shakespeare and the only copy known, valued at \$40,000, and the Gwynn collection of quartos bound up in London in 1619, the first attempt at a collection of Shakespeare's plays.

These two accessions make an important milestone in the history of the Library of Congress, but even more than this they make a milestone in our national consciousness of the importance of rare early books.

Legislating Public Taste

THOSE who believe that the public can have but little control over private errors of taste will be enheartened by the decision in a Philadelphia case in which the Art Jury of the city directed a theater to take down a sidewalk structure which it considered unsightly. The theater endeavored to restrain this demand and carried the case from the lower to the Supreme Court of Pennsylvania and finally the Supreme Court of the United States, which refused to see anything unconstitutional in the Art Jury's function. The unsightly structure has been taken down, even though it cost \$25,000.

It requires only a little imagination to

think that this judicial decision might even give encouragement to those who would like to curtail superfluous decoration in a book or the superfluous bulk of an octavo, and, however chary we may be of increasing the control of legislation over the actions of the public, still there is in this Philadelphia episode an indication that the public has rights to live in beautiful surroundings and that it may make more and more effort to control these surroundings.

The Century of Progress

IT becomes increasingly evident that the city of Chicago has girded itself to do something unusual in the way of an Exposition, just as it did forty years ago. In the summer of 1933 the Exposition will be visited by many tens of thousands and scores of conventions will make Chicago their place of meeting. Chicago is thus to celebrate the centennial of its foundation. This century has been a century for the overturn of the world's habits, thinking, social customs and modes, in a way that has been complete and astounding. In no similar period have there been such achievements of science and invention and such industrial and social change. It is this change that the Exposition will try to record.

"To rouse the intelligent and intellectual curiosity," to quote from Rudolph A. Clemen, Director of Publication of "The Century of Progress," "to enlighten, to inform, to stimulate minds to further enlightenment—this is the aim of the Exposition. It is because of this design that it is of particular interest to the bookish world. For the men who go down to the commercial sea in books have a vital interest in an enlightened and an intellectually stimulated populace. The more such people there are in the world, the happier is the lot of the bookman. They are his clientele, without them he cannot survive. But expositions may pass, while their permanent results must be preserved in books. Mindful of this aspect, the management of the Exposition has been at pains to cause to be written a series of brief books, called 'The Century of Progress Series,' which will be published, one at a time, during 1932 and the early part of 1933. These will be published by the Williams & Wilkins Company."

Department Store Merchandising

Stephen Moore

IV. *Playing For Profits*

THE true measuring rod of the operation of any business is the amount of net profit. Both buyers for departments in department stores and in bookstores have to face the same problems in making profits. Under poor management the retail book business loses money. This is true in most lines of retailing. There are few book departments and few bookstores that make any net profit.

Reducing net profits to an algebraic equation we find net profits equals business done minus cost of books minus expenses minus markdowns. The problem is to keep the business high, the cost of the books low, expenses low, and markdowns low.

Increasing the Margin of Profit

The first step is to have as large a percentage as possible of the business done at better than the average gross profit. In other words see that the business done carries mostly 40% discount and better. If a line is on a narrow discount forget to push it. If a line shows better than an average discount sell those books steadily. This sounds prosaic but is true. There is a difference of at least 2% in the margin secured by buyers buying the same volume of business. Juveniles average greater discounts than adult books—juveniles should receive extra attention. Popular priced books carry good profit margins—these should receive strong attention. Shelf stock receives a 40% discount if ordered from travelers. It should be sold vigorously. To state the reverse—recent fiction and non-fiction should never get the lion's share of the business if you can help it.

Shrewd buyers look for the opportunity for special deals. There are special deals to be made if they are conceived boldly and work to advantage of both parties. The sales manager of one of the biggest houses told me, "The matter of discount or of cooperation is not fixed. If you can do real selling on books above what your out-

let can sell without effort, we can always make a deal." If a buyer thinks that this means that one can get a 50% discount with all books on sale he is mistaken, but it does give chances for additional profit providing the deal is mutually profitable. I know one Scotch buyer who in a small store gets discounts as great as the largest stores in the country. His secret is that he is a square shooter and lies awake nights figuring how his business will be profitable to the publisher.

A buyer must study the margin of profit, never letting it slip, never letting the low margin profit items eat up the profit on the higher margin items. There is a difference of at least 2% between good buying and slipshod buying.

Keeping Expenses Down

During the last two years every store in the land has been a laboratory for expense reduction. Personnel has been cut down and wages reduced. Lights have been extinguished in stock rooms. Every small expense has been watched with great care. Still there are places for savings. One is on interest paid for carrying stocks. Book stocks can be effectively reduced in many cases. Except in stores specializing in rare books a turnover of 4 times should be the minimum. By watching turnover carefully and intelligently a saving of 1% of the total business can be reached. This requires minute supervision of many different items.

Transportation costs are unproductive costs. In department stores of size the routing of orders is usually done by others not by the buyer. However, the buyer can see that as many as possible of his books come by freight. Also in cases where there is a choice of resources the one nearest frequently saves the department real money. Still again it is possible to concentrate a large portion of the business which again will mean that a larger proportion of the books will come by freight.

Salary Savings

The smart buyer can save at least one person's salary by working during the peak time on the floor. This means planning his own lunch hour to fit in with the salespeople's and being on the floor selling during the time they are out. Again it is possible to have one good short hour salesman to take the place of a full time salesman. However, in any discussion of salary savings it must be stated that it is a measure of false economy to displace a well-paid efficient person with a less well-paid inefficient person.

Markdowns

An astute merchandiser has declared that the most important operation of a buyer *from a profit standpoint* is the disposal of old merchandise. A buyer can be shrewd in buying and maintaining a satisfactory margin of profit, he can keep expenses down, and keep turnover rapid, yet can lose all of this gain if he lets markdowns creep up too high. 4% markdowns are typical in book departments. This means that one book out of every 25 is a dead loss, or one book in twelve has to be marked half price to insure disposal. This is an appalling figure, yet markdowns just don't come down except in departments that sell staples almost exclusively. Markdowns have been discussed again and again. There is no one way to keep the markdown ratio low. It is never possible to eliminate markdown entirely and yet keep stocks in a clean condition.

Use Markdowns to Rid Useless Books

If markdowns were always used to dispose of the most undesirable and most unsalable titles all would be well, but unnecessary markdowns are continually being taken because proper selling effort has not been given the books in question. This selling effort should be placed behind the book when it is not too old. A new book comes into stock and is lost track of until it turns up a year later than a year old book. A buyer should make it a practice to go through his entire stock title by title once every two months and see that the ones and twos are cleaned out before they become a burden. This minute, periodic inspection of stocks is absolutely essential unless stocks are to become a burden. This minute inspection will show

whether stock keeping is being done regularly, whether series are being reordered frequently, the glaring weaknesses that might not be noticed in a general looking-round of a department.

Conclusion

Successful book merchandising depends upon the handling of minute detail by the buyer. The more he can put enthusiasm and care into his supervision the more successful will be his operation. If he contents himself with making a broad survey of the department, the unruly details will wreck his chance for net profits. The retail book business is a small item business. Profits are made by making a small profit on every one of the thousands of sales. Also expenses and markdowns are kept down by beating the details before they beat the buyer.

New Kidd Branch

STEWART KIDD has opened a shop for the Shillito Company in Cincinnati on its new Seventh Street frontage. Shillito has taken the property rights for the rear of its present large establishment and intends ultimately to erect a new building on the frontage, but in the meantime it has swept clean the ground floors of this series of old buildings and put on shop fronts of the most modern and artistic character and in these has established stores which connect by an arcade with the main buildings just in the rear. This plan gives the Stewart Kidd department a permanent window display not always available in department store departments.

With the opening of this shop Mr. Kidd now has branches in the three largest department stores of Cincinnati; Pogue's which he has had for some years, McAlpin, and now, Shillito, and besides these a branch store in Avondale. Each store has telephone connection with the main store, and orders can be filled for any shop from books available in any one of the other stores.

The manager of the new shop is David Kidd, son of John Kidd, who, after graduating from Harvard, has had booktrade experience at Little, Brown and lately with W. K. Stewart Company of Indianapolis.

New Doubleday Shop



AT the focal point of suburban travel into Philadelphia, Doubleday, Doran Book Shops, Inc., have placed another of their shops. Located on the Suburban Level of Philadelphia's new Broad Street Station Building, this shop is in a position to serve the thousands who pour through the concourse night and morning, to and from work and home. The shop itself extends well out into the main marble concourse, with windows on three sides; wide, high, and only moderately deep

to give the impression of glass cases. Coming out of the subway level of commuter trains, passengers are attracted by the brilliance of both windows and displays. The interior of the bookshop is finished in discreet walnut with a formal touch lent by glassed-in fine bindings cases. The Loan Library is easily accessible and arranged to permit hurried commuters to get both their books, and their trains. The regular book stock is a complete one. An excellent special order business is carried on by



virtue of the fact that those who are in the station at all are there every day. Orders are placed one day and called for three days later, by commuters on the way to or from their trains. Reprints, both dollar and less, are given a good display and attract a class of buyers who are not in a position to buy more expensive books. Commuters, particularly, seem to be averse to paying a high price for what they read on the train.

A. A. Van Duym of the New York stores, provided the first set of window displays which drew considerable attention to the shop. The shop opened officially on October 1st, as announced, and enjoyed an immediate and thriving business. The original shop on the street level is being retained, both under the management of Sanford Cobb, previously of the Long Island-Pennsylvania Terminal shop in New York City.

Making Windows Sell

Dutton's, Inc., Wins \$20 for a Display of Harry B. Smith's "First Nights and First Editions"

THE opposite display of "First Nights and First Editions" in the window of Dutton's, Inc., in New York, is awarded the \$20 prize offered by this department for each window display selected for reproduction. It is a window which has been drawing crowds of people daily, for the past two weeks. It is a window which illustrates particularly well the selling impetus which photographs in a window display give to the books. This fact is apparent in the large sale of "First Nights and First Editions" at Dutton's. There is a true story about the lady who was riding up Fifth Avenue in a bus last week, saw the Flora-Dora picture which dominates the window, stopped the bus at once, got off and scampered into the store to find out what it was all about. And, we hasten to add, bought the book.

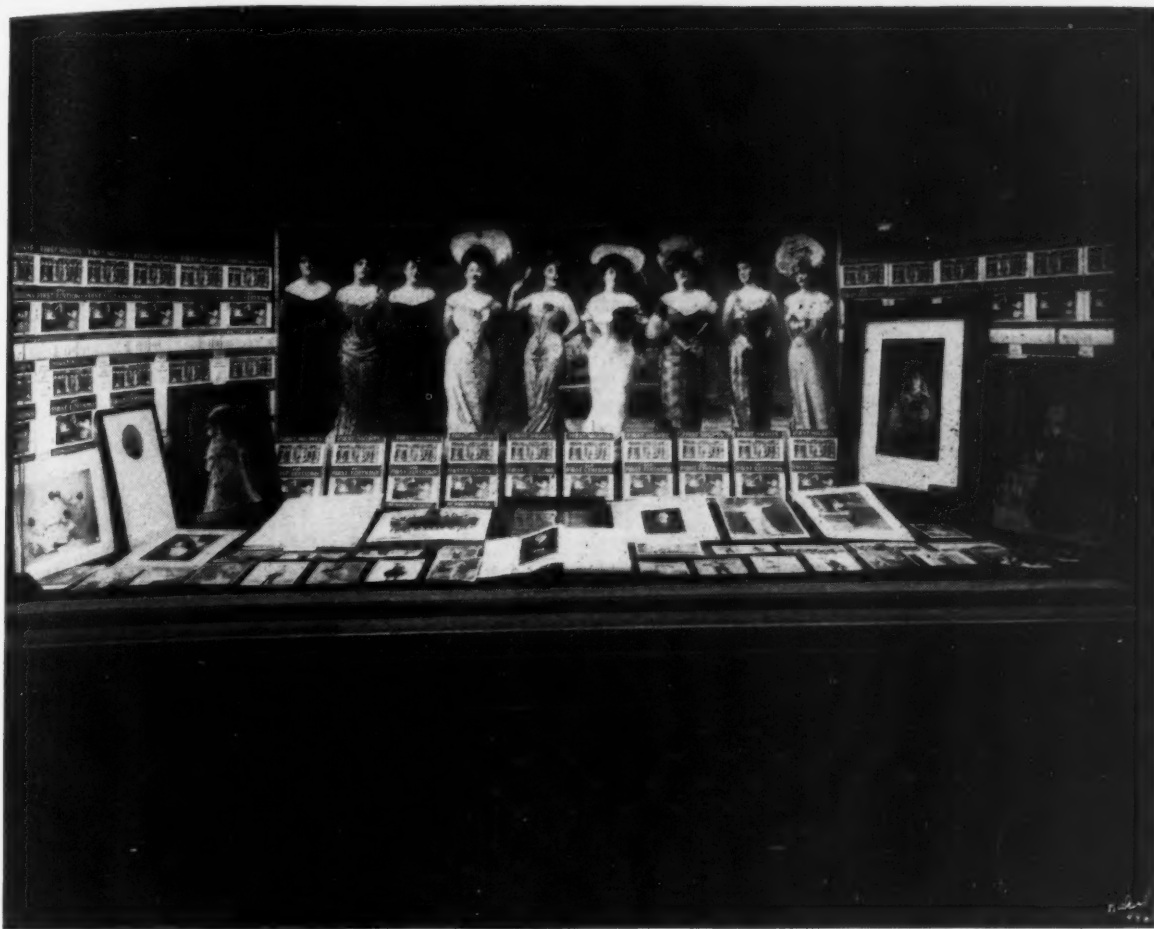
Frank X. Howard, designer of this window, has always been of the opinion that a photograph or picture makes a window display many times more effective than simply massing books, no matter how original or beautiful the grouping. A photograph adds that note of human interest which catches all eyes. In the case of Anne Green and "The Selbys," for instance, Mr. Howard used a photograph of Miss Green, then unknown, to complement a window display of the first novel. This picture, with flowers and a small sign "Introducing Anne Green," brought many people into the store asking, "Who is this Anne Green, anyway?", and put the book over

as nothing else would have. "You cannot sell books cold," says Mr. Howard. "There must be some sort of introduction in evidence."

The Flora-Dora picture which makes this prize window so effective was taken, as you can see, from the jacket of the book. The enlargement, 6 feet long and 3 feet high, was provided by the publisher, at Mr. Howard's suggestion.

Publishers, says Mr. Howard, waste a good deal of money on display material which they make up in quantities and send out unsolicited. Much of this material is unsuitable. Large posters, for instance, with staring black legends on white, are no good. Mr. Howard believes that before making up a poster or any other item of display equipment, a publisher should consult individual window-dressers (perhaps through the salesman) as to specific needs and tastes. Mr. Howard has found that the best type of poster is a small one, about 6" x 8", or 8" x 12", which reproduces the jacket of the book and carries a brief, snappy legend either about the author, the story, or a sentence or two from a review of the book. The publisher's name should be left off the poster.

When "The Art of Thinking" came out Mr. Howard tried an experiment with the small window cards on the book, provided by the publisher. These were 14 inches square and presented quotes on the book. Mr. Howard found they sold the book in window display. When they were



The Flora-Dora panel was enlarged to 6' x 3'. This window is an exceptionally good example of the importance which photographs can have in a window

removed from the window for a day or two, the book did not sell.

For Book Week Mr. Howard is arranging a window which will represent, in so far as possible, the books of all publishers. The display will feature life-size reproductions of pictures of children from one of the photographic children's books of the fall.

The Dutton windows are changed weekly, on Wednesdays, unless an unusually large response, such as the one on "First Nights and First Editions," is noticeable. In Mr. Howard's opinion a few books in the window are more effective than a great many.



Ben Kutcher's illustrations for "Old Raven's World" provided the motif for a full window display recently at the Coolidge Corner Branch of the Personal Book Shop in Brookline, Mass. The cover of the book shows Old Raven, wings outspread, a mountain peak beneath him, the midnight sun behind him. Taking the

cover as her model, Dorothy Brackett of the bookshop's sales force made a great cut-out of Raven, sun and mountains, all painted a flaming red, picked out with smoky black. Dun-colored cheesecloth, almost invisible from the street, was used as a back-drop. Attached to it, and in the exact center, was the cut-out, with the huge bird-god of the Tlingit Indians keeping his four eyes (two of the eyes are in his wings) on books and window-gazers alike, and on the world he made—represented in the window by a tiny globe and an atlas, opened at the map of Alaska. The Kutcher illustrations include a dust jacket gay with tall totem poles in red, blue and yellow, springing out of a black foreground, with blue, snow-capped mountains in the distance against a yellow sky. Fifteen or twenty of the books showed the jacket. Others were open at some one of the six black and white illustrations, or at the beautifully colored frontispiece. The window attracted unusual attention, and some new customers for the shop.

Customers' Choice

UNDERGRADUATES at Columbia University won't buy West-erns, Sex or Gang stories. Neither will they buy a new and unknown author without having heard something favorable about the author from somebody who is supposed to know. Thomas Wolfe's "Look Homeward, Angel!", for instance, owed its wide reading at Columbia principally to the enthusiasm of one of the younger professors. Faulkner's "Sanctuary" was well-received, but "These Thirteen" hasn't aroused much interest. The Columbia University Bookstore says it's because the undergraduates aren't partial to short stories. Lincoln Steffens' Autobiography is popular here. So are the Shaw-Terry letters and "The Epic of America."



The *Rudge* series of brochures on various painters sells well to Columbia students. The moderns have the greatest appeal, although Dürer is a great favorite. Among contemporary book illustrators John Vassos is much liked. A. E. Housman, Frost, and Dickinson are popular gift authors, but, generally speaking, poetry is not much in demand. Although business books sell almost exclusively to faculty members, the *John Day Pamphlets* are good sellers to students.



Miss Lewis of the Columbia shop made an interesting table display of *Illustrated Editions*, the *Universal Library*, *Blue Ribbon Books* and *Boni \$1 Books* the other day and sold 8 titles in 10 minutes. She displays the volumes *without* the jackets, which seemed to make a great hit. *The Modern Library* is declining here, probably because of price-cutting on this series at Macy's and elsewhere. Miss Lewis points out that there is now a volume of translations from Corneille and Racine in the *Modern Library*, which is a good thing and fills a long-felt need. This university bookstore is developing a children's book department. Most of the books displayed and sold are books which have appeared on reliable recommended lists. They go very well at Christmas time, and almost

always there are two or three youngsters from the neighborhood sitting around in the deep leather chairs, reading.



The New York University Bookstore is devoted exclusively to business books. "America Weighs Her Gold" is much in demand. Mrs. Nestell points out that "Financial History of the United States," from *Longmans*, an old book now obtainable in a new edition, is *the* book on financial history. "The Masquerade of Monopoly" by Frank Albert Fetter, (*Harcourt, Brace*) is bought by many. The young men also like "Concentration in American Industry" by Laidler, (*Crowell*). Burton's "Financial Crises and Periods of Industrial and Commercial Depression," an old book from *Appleton*, was highly recommended by Mark Sullivan in a feature news story in the New York *Herald-Tribune* of October 25th.



The Vassar young ladies are buying heavily Virginia Woolf's "The Waves" at the Vassar Cooperative Bookshop in Poughkeepsie. Over 100 copies of the book have been launched upon the college community within the last week. Both students and faculty enjoy "The Epic of America" and the Shaw-Terry letters. The students consider "The Oxford Book of American Verse" and "The Oxford American Dictionary" in the *Boni \$1* edition to be "grand pickings." "All Passion Spent" and "Judith Paris" are romantically read by many.



At the University of Chicago Bookstore much interest is being shown in Dillon's "The Flowering Stone" and Lew Sarrett's *Wings Against the Moon*. Embree's "Brown America" sold out almost at once. Thornton Wilder's presence on the Chicago campus this fall sells his books steadily. Students are waiting breathlessly for Wilder's new book of plays, to come in November. In the meantime they solace themselves with the Shaw-Terry letters, "Living Philosophies," "The Epic of America," "The Scientific Outlook,"

"Shadows on the Rock," "The Waves" and last but not least, Mr. Milne's "Two People."



Modern history and politics do not sell well at Hathaway House Book Shop in Wellesley, Mass. The shop explains this by saying that there are very few men customers.



The Hampshire Book Shop in Northampton has a table of humorous books on display all the time. The Hathaway House Bookshop has a table of humorous books, too, and includes Edward Weekly's "Cruelty to Words." *Modern Library* is the best seller among reprints at the Hathaway House Book Shop, though the *Star Dollar* books and *Novels of Distinction* also sell well.



Surcease from toil is what the Princeton student is apparently after when he buys fiction at the Princeton University Store, for "If I Were You" is a pronounced success. "These Thirteen," "Wild Orchid," and "Murder at Hazelmoor" are all high. Among non-fiction "Epic of America" leads; others are "Scientific Outlook," "Mexico," "Universe Around Us" (Jeans is a steady seller), and "The Great Physician."



Wellesley girls buy poetry. When the Hathaway House Book Shop at Wellesley took over the textbooks from the college, the bookshop was rearranged so that the first room the students entered was given over to the poets. There is a round table in the middle of this room where the books are well displayed. Says Geraldine Gordon, "Poetry is still going strong with us and will probably continue to do so, as the Poetry Readings at the College have now begun. Robert Hillyer read from Amy Lowell on Monday, and as he is to be followed by Frances Frost, Robert P. T. Coffin, and Stephen Benét, the chances are that we shall be selling their books in good numbers." Through the college year, the poetry sales sometimes reach \$500 a month. One hundred and seventy-five Wellesley girls succumbed to Edna Millay's blue-jacketed "Fatal Interview."



At the Hampshire Book Shop, only fiction sells better than the poetry. Dorothy



Margaret Ayer Barnes

Parker, Robert Frost, H. D., Edwin Arlington Robinson and Emily Dickinson are the favorites at Smith.



On November 9th Margaret Ayer Barnes speaks in Pittsburgh before the Twentieth Century Club; December 5th at Halle Bros. Bookstore in Cleveland, where she will autograph copies of "Westward Passage"; January 22nd in South Bend, Ind. She will also speak in Indianapolis, although the date is not yet set. On October 30th Mrs. Barnes was formally elected president of the Midland Authors' Society, whose headquarters are in Chicago.



Dale Warren of Houghton Mifflin writes that "Black Daniel" by Honoré Willsie Morrow was the best-selling novel at Jordan Marsh's in Boston last week. Mrs. Morrow visited the Book Department on the afternoon of October 21 for the purpose of autographing copies. Jordan Marsh's handle these "author appearances" unusually well, taking advance advertising space in the papers, and having printed announcements in their windows and also distributed throughout the store. Few Boston salesmen are more omnivorous readers or have a more genuine enthusiasm for books than E. L. McCarthy of Jordan Marsh's. Mr. McCarthy knows what

books he likes and will tell you just why. Just now he is holding the floor for Gustav Eckstein's "Noguchi." There is a rumor floating about Boston that McCarthy is just finishing a novel of his own.



Edna Ferber's "American Beauty" and Judge Robert Grant's "The Dark Horse" are outstanding novels at Boston's Old Corner Bookstore. Judge Grant's new book, which has a local setting, is a sequel to his famous "Chippendales," a best seller of twenty years ago. "The Dark Horse" is also moving rapidly at Bertha Mahony's Bookshop for Boys and Girls.



Books on Russia show no decline in popularity at the Old Corner Bookstore. Effectively grouped together, they are arranged in a stack directly opposite the entrance. A printed sign reading: "Russia and the Soviets: Latest and Most Informative Books" invites special attention to the titles displayed.



The Bookshop, Morristown, New Jersey, which had a remarkable success with the two volume Pershing, followed suit with "Leonard Wood," a best seller in their non-fiction department. "World Can End" stands next. The "Picture Book of Animals," sold well in the children's department, but when placed in the adult section, went even better.



For the shop that finds difficulty in satisfying children's book tastes, Miss Hazen of the Eastman Bookshop, Maplewood, N. J., recommends the Brandeis stories of all countries. These books are steady best sellers among children's books at the Eastman shop. For adults nothing has gone so well this season as *Cut-Out Puzzles*.



Yunker Brothers, Inc., in Des Moines, Iowa, originally ordered 50 copies of "A White Bird Flying." Net order was 100, and a week ago 100 more copies were ordered. "Shadows on the Rock" has sold here to the extent of 100 copies. 500 copies of "Culbertson's Summary" have found their way into Des Moines homes. "The Epic of America," the Shaw-Terry letters, the Boners books, "Ten Commandments," "Finch's Fortune" and "Fair Tomorrow" are leaders.

At Ballantyne's, in Washington, D. C., "Washington Merry-Go-Round" is still the most asked for book. Excellent sellers with Washingtonians are "The Epic of America," and Shaw-Terry letters. With the exception of "Shadows on the Rock," Washington readers do not seem to be frantically interested at the moment in fiction.



Vash Young's "A Fortune to Share" promises to be the book of the most popular appeal of the fall at the Silhouette Book Shop in Oklahoma City. Silhouette's regular best sellers are "Death Comes for the Archbishop," in the *Modern Library* edition, "Book of Hors D'Oeuvres," "Culbertson's Summary," "That Royal Lover," "Songs of the Seven Senses" and "Personality in the House." Children's books are going out at a great rate, favorites being "Micky Mouse," "Johnny Penguin," "Angus and the Ducks."



The Channel Bookshop in New York has discovered that everyone seems to know about "America Weighs Her Gold" (*Yale*). It is selling well. People like it. Miss Anderson and Miss Fleming are planning a great campaign for "They That Take The Sword" by Wingfield-Stratford, from *Morrow*. This, they feel, is a book which every citizen should read.



Thorne Smith's "Night Life of the Gods" is still the Argus Book Shop's (Chicago) best seller and indications are that it will continue so for some months. Advance orders on "Mourning Becomes Electra" and "Maid in Waiting" are encouraging. "Culbertson's Summary" still greatly outsells "The Official System" despite much Chicago publicity on the official system. Mr. Abramson has found no diminution in interest in picture books, having gathered many advance orders for the new Peter Arno and the new New Yorker Album.



The Nobel Prize in Literature has gone this year to Erik Axel Karlfeldt, a lyric poet. Little known outside of Sweden, Karlfeldt died suddenly this year and the award was bestowed on him posthumously. He declined the award ten years ago on the grounds that he was read only in Sweden.

Cape & Smith Separate

HARRISON SMITH has resigned his position as managing director and vice-president of Jonathan Cape & Harrison Smith, Inc. Jonathan Cape, the president, is now in New York and has assumed active direction of the Corporation. Robert O. Ballou continues as treasurer and manager and Louise Bonino as secretary of the Corporation. Harrison Smith will later be announcing his own plans.

The firm of Jonathan Cape & Harrison Smith, Inc., was established on January 1st, 1929. Mr. Cape, after leaving Duckworth & Co. in 1921, and establishing his own publishing house decided to start, not an American branch, but a new American house in conjunction with Harrison Smith, for seven years editor for Harcourt, Brace & Co. He was the first English publisher to found an American house in many years.

Book Clinic Talks About Harmony

AT the second meeting of the New York Book Clinic, Harry L. Gage, presiding, the members discussed the making of a book of fiction, and John Benbow, director of manufacturing for Longmans, Green & Company, submitted actual details of a novel that his firm was to publish, and this was made a "case problem" for the group. To each member was given a multigraphed description of the length of the book, the character of it, three typewritten pages of its text and such information as to the probable desired size, the character of paper that is available in the printing office where it is to be manufactured, the book types available in that printing office, and such other information as a designer would have to have. Mr. Benbow explained that his firm would expect to keep a volume of fiction to a bulk of less than an inch.

The inquiry of the chairman revealed that, of those present, there were twenty who have been deliberately trying to reduce by gradual degrees the present bulk of books.

The question was brought up as to whether the designers work should include the jacket, should the designer of the book plan the jacket or should the responsibility

rest with the sales department. Some argued that because the jacket was thrown away it did not matter whether the sales department preferred a jacket that was out of harmony with the make-up of the book. Others pointed out that if the book was designed as a whole the designer should produce a jacket which would also result in sales.

The next meeting of the Clinic is on Friday, November 6th, at the Ad Club in New York. Reservations for luncheon have to be sent to the Secretary of the American Institute of Graphic Arts, 65 East 56th Street, New York, by Thursday. The meetings close promptly at two o'clock.

A plan has been agreed on, whereby members will have an exhibit of their own trade books at the end of the year, especially books that have been designed as a result of the discussions that have gone forward.

Booksellers' League

THE New York Booksellers' League opened its new season with a dinner at the old headquarters in the Hotel Brevoort with the President, John Macrae, Jr., in the chair. The speakers of the evening included Will Cuppy and Lewis Gannett, both known for their columns and reviews in the *Herald Tribune*, and Edward Van Every, author of "Sins of America." The League also had as guest John Kidd, who happened to be in New York for the day.

New "Bookman's Glossary"

A NEW and extended edition of Holden's "Bookman's Glossary" will be ready early in November. This compendium of information relating to all phases of book production and bookselling was first published in 1925. It is a practical dictionary of the business for those now engaged in it. It will come from the office of the *Publishers' Weekly*.

Changes in Price

THE CENTURY CO.

"Manhattan Side Show," by Konrad Bercovici, listed at \$5.00. Price reduced to \$4.00.

HARPER AND BROTHERS

"Only Yesterday," by Frederick Lewis Allen, reduced from \$3.75 to \$3.00.

Women's Book Association Meets

A REGULAR meeting of the Women's National Book Association was held at the Hotel Pennsylvania on Tuesday evening October 20th. Margaret Norris, author of the forthcoming "Heroes and Hazards" which is to be published by Macmillan Company and has also been chosen by the Junior Literary Guild as one of their forthcoming selections, was the speaker of the evening. Mrs. A. G. Seiler, president of the association, in response to a request of the members, gave a short talk on the European trip which she took this past summer. The meeting proved to be an interesting one. There was a large attendance.

Obituary Notes

ARTHUR SCHNITZLER

ARTHUR SCHNITZLER, famous Viennese playwright, and novelist, died in Vienna on October 21st of apoplexy, at the age of sixty-nine. He was born on May 15, 1862, the son of a physician who had devoted himself to laryngology and had become the favorite throat specialist of the opera stars of the Viennese stage. The young author passed his boyhood making early and intimate contacts with leaders in artistic and theatrical circles. He was educated, however, as a physician, taking his medical degree in 1885. For the next ten years, Schnitzler devoted himself nominally to medicine, but he began soon to drift more and more towards literature. He started reviewing technical books for the medical journal edited by his father, but in 1889 he began contributing poems and novelettes to a popular Viennese periodical. When his father died in 1883, Schnitzler became editor of the medical journal but a year later he withdrew from this position and a few years later gave up his medical practice. For the last thirty years he devoted himself exclusively to writing. His first published work, "Anatol" was printed at the author's own expense in 1893. The play attracted the attention of the critics. Until 1925, Schnitzler's reputation in the United States rested almost entirely on his work as a dramatist, as several of his plays had been produced successfully here, while few of his novelettes were available in translation.

Schnitzler wrote only two full length novels, "The Road to the Open" which appeared in 1908 and "Theresa" issued twenty years later. A number of his novelettes have been issued by Simon & Schuster, his American publishers, in the last six years. Among his plays and novelettes published here are "None But the Brave," "Fraulein Else," "Beatrice," "Rhapsody," "Dr. Graesler," "The Legacy," "Professor Bernhardt," "The Lonely Way," "The Vast Country," "The Green Cockatoo," "Dying," "The Sage's Wife," "Bertha Garlen," "Daybreak," and "Casanova's Homecoming." Simon & Schuster will soon publish another of his books in this country, "Flame Out of Darkness."

FRANK BROWN

FRANK COWPERTHWAIT BROWN died in Boston Sept. 24, following an operation, from the effects of which he did not rally. He was born in Belmont, Mass., June 28, 1867, the son of Edward Wyeth Brown (Harvard, 1850) and grandson of James Brown, founder of Little, Brown & Co. Edward Wyeth Brown was connected with this concern as a young man and shortly before the Civil War was a member of the firm of Shepard, Clark & Brown, wholesale booksellers and occasional publishers, the senior partner being Charles A. B. Shepard, later of Lee & Shepard. One of their few publications was an anonymous volume issued in 1859 under the title of "Aguecheek," reprinted a few years ago as "My Unknown Friend." Frank Brown was graduated from the English High School of Boston in 1886 and after a short experience in the dry goods business entered in 1888 the employ of Little, Brown & Co., in their retail department, a connection that lasted nearly thirty years.

After this he was for a while associated with N. J. Bartlett Co., in Cornhill and about twelve years ago began business for himself at 44 Bromfield St. as a dealer in old and rare books and first editions, to which he later added a large collection of Sporting Books, books having to do with outdoor life and with ships and the sea. He had issued many catalogs, particularly of Sporting Books, and had won the esteem of the trade and his customers by his honesty and fair dealing. He never married and made his home at the Boston City Club.

The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

DURING the past few weeks many important volumes on world problems have been published, but the books of this Weekly Record are chiefly concerned with the American scene. The big book of the week is undoubtedly "Newton D. Baker: America at War" by *Palmer*, an account of the World War Secretary of War's administration, based on private documents and other first hand material. This is an important addition to the small number of War memoirs from the American viewpoint, and therefore an essential addition to private or public libraries. "John G. Carlisle, Financial Statesman" by *Barnes*, is a study of the constructive work of a Secretary of the Treasury during the years of a financial panic, in Cleveland's administration. "Everybody's Washington" by *Knipe*, is a pre-Christmas biography, ignoring controversial points in the life of our first President, which will be a good gift item in view of the approaching Washington celebration. New books on early American history are "The Early Far West" by *Ghent*, "Hudson's Bay Company" by *Pinkerton*, and "The Voyageur" by *Nute*. "Ancient Americans" by *Davis*, is an interesting account of archaeological explorations in both American continents, a subject at present much in the fore. Books of southern history are proving extremely popular. "The Story of the Confederacy," listed two weeks ago, is already having good sales, particularly, of course, in the South. This

week are published "Southern Editorials on Secession" edited by *Dumond*; "The Secession Movement" by the same writer; "Devil's Ditties" by *Thomas*, an account of the Kentucky mountain people and their folksongs; and "Old Massa's People" by *Armstrong*, narratives of life in the old South, told mainly in the words of some former slaves, still living. Another item of special southern interest, which should have a sale in other parts of the country as well, because the recipes it contains look very appetizing in print, even though we haven't had a chance to try them, is "Mammy Lou's Cook Book" by *Patterson*.

Two symposiums on the problems of modern science in relation to religion are listed under *Cotton* and *Hill*. *Julian Huxley*, young English scientist writes on "What Dare I Think?" and *R. O. P. Taylor* is the author of another study.

The book that heads the English best-selling non-fiction has just been published over here, "Life Was Worth Living" by *Robertson*. See other biographies under *Baring* and *Drinkwater*; for plays and essays, *Green*, *Mantle* and *Repplier*. "Up Ship!" relates the aeronautical experiences of Lieutenant-Commander *Rosendahl*, now in command of the dirigible "Akron."

Important new books in their special fields are listed under the authors: *Hopkins*, "Our Lawless Police"; *Fischer*, "Illustrated Magic"; *Clark*, "Cathedral France"; *Dilley*, "Oriental Rugs and Carpets."

THIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., designate square, oblong, narrow.

The Weekly Record of October 31, 1931

Akeley, Mary L. Jobe [Mrs. Carl Ethan Akeley]

Carl Akeley's Africa; the account of the Akeley-Eastman-Pomeroy African Hall Expedition of the American Museum of Natural History; foreword by Henry Fairfield Osborn. 334p. il. O [c.'29] N. Y., Blue Ribbon B'ks \$1

Aldin, Cecil Charles Windsor

Mrs. Tickler's caravan; a story for children; il. by the author. 91p. il. (col.) O '31 N. Y., Scribner \$2

The adventures of Mr. and Mrs. Tickler after Mr. Tickler got a magical handkerchief at a fair.

Alleyne, Bp. Cameron Chesterfield

Gold Coast at a glance; introd. by Bishop Paris Arthur Wallace. 143p. S [c.'31] N. Y., Hunt Pr. Co., 34 W. 136th St. bds., \$1

The story of missionary work carried on in Africa by the African Methodist Episcopal Zion Church, Foreign Mission Board.

American business practice; 4v. 3183p. D '31 N. Y., Ronald Press fab., \$14

Arendtz, Hermann F.

The way out of depression. 117p. diagr. D c. Bost., Houghton \$1

An analysis of the causes of the present disastrous economic situation and a discussion of international bimetalism as a remedy.

Armstrong, Orland Kay

Old massa's people; the old slaves tell their story. 357p. O [c.'31] Ind., Bobbs-Merrill \$2.50

Memories of plantation days told in the words of the old former slaves with whom the author talked, in every section of the South.

Arnold, Frank A.

Broadcast advertising. 276p. O '31 N. Y., Wiley \$3

Atkins, Alma Newell

Drama goes to church. 196p. (bibls.) il., diagrs. D [c.'31] St. Louis, Bethany Press \$1.50

A handbook on the production of dramatics in the church.

Badanes, Saul

A child's third number book; pt. 2. 151p. D '31 N. Y., Macmillan 64 c.

Bailey, Temple

So this is Christmas! and other Christmas stories. 188p. front. (col.) O c. Phil., Penn \$2, bxd.

Seven Christmas stories in a companion volume to "The Holly Hedge."

Baker, George Philip

Justinian. 353p. (bibl. footnotes) il., maps, diagrs. O c. N. Y., Dodd, Mead \$3.50

A study of a salient personality in Roman history, Emperor Justinian, a great lawyer, who, with his wife, Theodora, contributed to the development of political government.

Baring, Maurice

In my end is my beginning. 327p. (bibl.) O c. N. Y., Knopf. \$3.75

The perplexing story of the life of Mary Queen of Scots told through narratives by her four ladies-in-waiting.

Barnes, James A.

John G. Carlisle, financial statesman. 565p. (10p. bibl.) il. O c. N. Y., Dodd, Mead \$5

The career of one of our greatest Secretaries of the Treasury, who faced the financial crisis of 1893 and saved the gold standard for the United States.

Bartlett, Captain Robert Abram

The log of Bob Bartlett; the true story of forty years of seafaring and exploration. 362p. il. O [c.'28] N. Y., Blue Ribbon B'ks \$1

Baruch, Mrs. Dorothy Walter

I like automobiles; il. by Gyo Fujikawa. no p. il. (col.) O [c.'31] N. Y., John Day \$1.75

Poems and pictures of the motor age for children.

Bayliss, Marguerite Farlee

The matriarchy of the American turf, 1875-1930; lim. ed. 490p. il. O '31 N. Y., Ernest R. Gee, 35 E. 49th St. \$18, priv. pr.

Bell, Clair Hayden, tr.

Peasant life in old German epics; Meier Helmbrecht, and, Der arme Heinrich; tr. from the Middle High German of the thirteenth century. 189p. (16p. bibl.) il., map O (Records of civilization, v. 13) c. N. Y., Columbia Univ. Press \$3

Belloc, Hilaire

A conversation with a cat, and others. 235p. D c. N. Y., Harper bds. \$2.50

Essays—humorous, ironical and philosophical.

Bennett, Arnold

The night visitor, and other stories. 354p. O '31, c.'27-'31 Garden City, N. Y., Doubleday, Doran \$2.50

Short stories of human interest by the late author of "Imperial Palace."

Beresford, John Davys

An innocent criminal. 250p. D (Dutton clue mystery) [c.'31] N. Y., Dutton \$2

A mystery story centering around Firwood, an English estate.

Aldredge, E. P., D.D.

Southern Baptist handbook, 1931. 412p. il. (pors.) O '31 Nashville, Tenn., S. S. B'd of So. Bapt. Convention pap. apply

Allison, Nathaniel, M.D., and Ghormley, Ralph K., M.D.

Diagnosis in joint disease. 208p. il. (pt. col.) O '31 N. Y., Wm. Wood \$9

Benedict, Ruth

Tales of the Cochiti Indians. 265p. (bibl. footnotes) O (Smithsonian Inst., Bur. of Amer. Ethnology, bull. 98) '31 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 40 c.

Billard, Claude

Gaston de Foix; tragédie; ed. by Elliot H. Polinger. 70p. (bibl. footnotes) D (Inst. of French Studies, Rare 17th century plays) [c.'31] N. Y. [G. L. Van Roosbroeck] pap. \$1

Bible

Every man's Bible; an anthology arranged, with an introduction, by Dean William Ralph Inge. 462p. D '31 N. Y., Longmans \$3; \$4
 Passages from the Bible arranged under subject headings—Jesus' parables are grouped in one section, others contain Bible sayings on faith, love, childhood, etc. The edition priced at \$4 is printed on Bible paper.

The Old Testament; tr. out of the original tongues; being the version set forth A.D. 1611 compared with the most ancient authorities and rev. A. D. 1885; 4 v. T (World's classics, nos. 385-388) '31 N. Y., Oxford 80c., ea.

Bishop, R. A.

The electric trolley bus; for transport managers, electrical engineers and others who wish to know the possibilities of this system of traction, and who require authoritative details of operating charges and costs of conversion of an existing tramway system. 204p. il., diagrs. O '31 N. Y., Pitman \$3.75

Black, Margaret G.

Geography thru cross words. 85p. il. O [c.'31] Ann Arbor, Mich, Author, 327 E. Ann St. \$1

Boegner, Marc

God the eternal torment of man; tr. by Morton S. Enstin. 165p. O '31 N. Y., Harper \$2

Bourdet, Edouard

The sex fable; a play; tr. by Jane Hinton. 188p. D c. N. Y., Brentano's bds., \$2
 A sophisticated comedy now running on Broadway.

Bradford, Harry Elwyn and Spidel, George Albert

Nebraska—its geography and agriculture. 364p. il. D '31 N. Y., Macmillan \$1.20

Brailsford, Henry Noel

Rebel India. 274p. (bibl. footnotes) D (New Republic ser. of dollar b'ks) c. N. Y., New Republic pap., \$1

Observations of life and ideas made during a stay in northern India last year, with two final chapters of the author's own reflections on Indian economic and political problems.

Brooks, Mrs. Annie Sills

Everywhere, everywhere Christmas tonight. 111p. D [c.'31] St. Louis, Bethany Press \$1
 Christmas stories for boys and girls.

Brunner, Heinrich Emil

The Word and the world. 126p. D '31 N. Y., Scribner \$1.50

An attack on modern thinking as diverging from Bible teaching. Lectures by a professor of theology in the University of Zürich.

Bryant, Arthur

King Charles II. 459p. (bibl. notes) il., map, diagr. O '31 N. Y., Longmans \$3.50
 A biography of the English king.

Byles, Marie Beuzeville

By cargo boat and mountain; the unconventional experiences of a woman on tramp round the world. 315p. il. O [n.d.] Phil., Lippincott \$5

Setting out from Australia the author climbed mountains in England, Scotland, Norway, Canada and New Zealand.

Campbell, George Alexander

Chores and the altar; a series of brief intimate messages and affirmative, personal testimony to the mystic faith of the Christian soul. 242p. il. O c. St. Louis, Bethany Press \$2

By the minister of the Union Avenue Christian Church in St. Louis.

Carter, Thomas Francis

The invention of printing in China, and its spread westward [rev. ed.]. 308p. (11p. bibl.) il., map, diagr. (col.) O [c.'25] N. Y., Columbia Univ. Press \$5

Cendrars, Blaise

Sutter's gold; tr. by Henry Longan Stuart. 179p. il. (pt. col.) O [c.'26] N. Y., Blue Ribbon B'ks \$1

Chalmers, Patrick Reginald

Rhymes of flood and field; il. by Frank Adams [lim. ed.]. 95p. O '31 N. Y., Scribner buck., \$6

Hunting and fishing poems.

Cheiro, pseud. [Louis Hamon]

Fate in the making; revelations of a lifetime. 364p. il. O c. N. Y., Harper \$3

The autobiography of a well-known modern seer who has read the palms of King Edward VII of England, King Leopold of Belgium, King Humbert of Italy, Lord Kitchener, Sarah Bernhardt, Mata Hari and many other famous people.

Clark, Austin H.

Nature narratives, v. 2 [natural history]. 108p. S '31 Balt., Williams & Wilkins \$1

Clark, Sydney Aylmer

Cathedral France. 320p. il., map O c. N. Y., McBride \$3.50

A guide to the cathedrals of France, giving their history and their backgrounds of towns and builders.

Clarke, Isabel Constance

As the gentle rain. . . 320p. D '31 N. Y., Longmans \$2.50

The spiritual and emotional history of Solange Dale from the days of her early childhood. The background is Rome.

Coleman, Mrs. Satis Narrona

A children's symphony. 227p. (bibl.) il. O (Lincoln School research studies) c. N. Y., Teachers Coll., Columbia Univ. \$2

How the children of Lincoln School in New York wrote the themes of a symphony and played the symphony on instruments of their own making and other simple instruments.

Burdon-Cooper, J., M.D., and Roberts, Arthur
 Studies in the photo-activity and therapy of the tungsten-titanium arc. 86p. il. O '31 N. Y., Wm. Wood \$3.50

Carhart, Margaret Sprague, and Ingram, Selena Pope

Experiments in corrective English. 183p. Q '31 N. Y., Prentice-Hall pap. \$1

Cawadias, A. P., M.D.

Modern therapeutics of internal diseases. 160p. O '31 N. Y., Wm. Wood \$3.75

[Dickens, Paul DeWitt]

A new estimate of American investments abroad. 30p. O (Trade information bull., no. 767) '31 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. apply

Columbia poetry, 1931; introd. by John Erskine. 60p. D c. N. Y. [Columbia Univ. Press] \$1.50

A selection of verse written by Columbia University undergraduates, graduate and extension students during the past year.

Commissariat, M. S.

Mandelslo's travels in western India. 131p. il. D '31 N. Y., Oxford \$3.75

Conroy, Jack, and Cheyney, Ralph, eds.

Unrest 1931. 112p. O [c.'31] N. Y., Henry Harrison \$1.75

An anthology of revolutionary verse.

Cooke, W. Henry and Stickney, Edith Pierpont, eds.

Readings in European international relations, since 1879. 1094p. (bibl. footnotes) il. O (Harper's historical ser.) c. N. Y., Harper \$4

Including chiefly original documents and memoirs to which the editors had access in the Hoover War Library at Stanford University.

Cotton, Edward Howe, ed.

Has science discovered God? a symposium of modern scientific opinion. 366p. il. (pors.) O [c.'31] N. Y., Crowell \$3.50

Sixteen articles on the relation of science and religion by Robert A. Millikan, Arthur S. Eddington, Albert Einstein, Julian S. Huxley, Sir J. Arthur Thomson, Michael Pupin, John Langdon-Davies, Sir James Jeans, Sir Oliver Lodge, and others.

Crawford, Jack Randall

The philosopher's murder case. 316p. D [c.'31] N. Y., Sears \$2

An amusing mystery story in which a philosopher interferes with the work of the detectives on a murder case.

Crawley, Chetwode

From telegraphy to television; the story of electrical communications. 224p. il., map, diagr. D [c.'31] N. Y., Warne \$2.50

A survey of the history, development, attainments and future possibilities of all branches of telegraphy and telephony, including the latest discovery—television.

Crownfield, Gertrude

Heralds of the King; the story of the Nativity. 62p. il. (col. front.) O [c.'31] N. Y., Dutton \$1.50

The story of the birth of Christ told for children.

Davis, Emily Cleveland

Ancient Americans; the archaeological story of two continents. 323p. (bibl. notes) il., maps (pt. col.), diagrs. D [c.'31] N. Y., Holt \$3.50

The story of prehistoric Indian civilizations in North and South America, based on the latest archaeological discoveries.

Diez, Ernst and Demus, Otto

Byzantine mosaics in Greece, Hosios Lucas and Daphni. 132p. il. F '31 Cambridge, Mass., Harvard \$8, bxd.

Dilley, Arthur Urbane

Oriental rugs and carpets; a comprehensive study. 325p. il. (pt. col.), maps Q c. N. Y., Scribner buck., \$15, bxd.

Descriptions of rugs, antique and modern, from all the Oriental countries that have made them, how they are made, and their history, all arranged for easy reference, with illustrations of rugs from some of the most famous private collections.

Dinsmoor, William Bell

The archons of Athens in the Hellenistic Age. 585p. Q '31 Cambridge, Mass., Harvard \$7.50

Dodd, Catherine I.

Ming and magnolia. 285p. D [c.'31] N. Y., Sears \$2.50

How an 18th century English girl's romance was influenced by a Chinese vase.

Donaldson, Lois

Karl's wooden horse; il. by Annie Bergmann. no p. il. (col.) obl. S [31] Chic., Laidlaw Bros. \$1.50

A picture-book for little children.

Douglass, Louis Archibald

The posthumous poems of Louis Archibald Douglass; comp. by Charles Edward Thomas. 61p. O [c.'31] N. Y., Henry Harrison \$1.50

Drinkwater, John

Inheritance. 239p. il. D [c.'31] N. Y., Holt \$3

The first volume of this English author's autobiography in which he recounts his experiences up to fifteen years of age and dwells largely on his background and ancestry.

Drummond, Alexander Magnus and Wagner, Russell H., eds.

Problems and opinions; a book of discussions of persistent questions for classes in speaking and writing. 492p. (bibl.) D [c.'31] N. Y., Century \$2.50

Dumond, Dwight Lowell

The secession movement, 1860-1861. 300p. (13p. bibl.) D c. N. Y., Macmillan \$2.50

An historical study of the secession of the Southern States by an assistant professor of American history at the University of Michigan.

Dumond, Dwight Lowell, ed.

Southern editorials on secession. 562p. O (American Historical Ass'n, Beveridge Fund pubns.) [c.'31] N. Y., Century \$4

A selection from 2,000 editorials available, to show variety, conflict and concurrence of opinion during the secession period.

Ebaugh, Cameron Duncan

The national system of education in Mexico. 158p. (bibl.) (J. H. U. studies in educ. no. 16) [31] Balt., Johns Hopkins Press \$2

Eble, Jessie G.

The red trail. 57p. O [c.'31] N. Y., Henry Harrison \$1.50

Poems about pioneers and Indians.

Eliot, George Fielding

The eagles of death. 282p. il. (col. front.) D [31] N. Y., Warne \$1

An adventure story for boys about some marines in Nicaragua.

Ellsberg, Commander Edward

On the bottom. 332p. il., diagrs. O [c.'28,'29] N. Y., Blue Ribbon B'ks \$1

Dull, Charles E.

Tests in chemistry. 68p. diagrs. O [c.'31] N. Y., Holt pap. 32c.

Edge, A. B. Broughton, and Laby, T. H., eds.

Principles and practice of geophysical prospecting. 385p. il. Q '31 N. Y., Macmillan \$5

Elson, William Harris, and Gray, William Scott

The Elson basic readers; bks. 2-6. various p. (bibls.) il. (pt. col.) D (Life-reading service) [c.'31] Chic., Scott, Foresman 68 c.—84 c.

Epstein, Isidore

The responsa of Rabbi Simon B. Zemah Duran, as a source of the history of the Jews in North Africa. 116p. Q '31 N. Y., Oxford \$2

Ergang, Robert Reinhold

Herder and the foundations of German nationalism. 288p. (15p. bibl.) O (Studies in hist., economics and public law no. 341) c. N. Y., Columbia Univ. Press \$4.50
A study of the political ideas of a writer of 18th century Germany.

Esdaile, Arundell James Kennedy

A student's manual of bibliography. 383p. (bibls., bibl. footnotes) il. D (Library ser.) '31 N. Y., Scribner \$4
Based on lectures given in the School of Librarianship of the University of London.

Everyman's encyclopaedia; vs. 5 and 6; new and rev. ed. 774p., ea. (bibl. notes) il., diagrs. D [c.'31] N. Y., Dutton \$2.50, ea.

Faulkner, Harold Underwood

American economic history; rev. ed. 809p. (bibls.) maps, diagrs. O (Harper's historical ser.) '31, c.'24, '31 N. Y., Harper \$3.50

Fielding, Henry

Tom Jones; ed. by J. B. Priestley; il. by Alexander King; lim. numbered ed. 872p. O '31 N. Y., Lim. Eds. Club
lea., \$10, to members

Fielding, William John

The caveman within us; his peculiarities and powers; how we can enlist his aid for health and efficiency. 387p. (bibls.) O [c.'22] N. Y., Blue Ribbon B'ks \$1

Filsinger, Ernst B.

The new way to greater export profits. 86p. O [c.'31] N. Y., Author, General Motors Bldg. bds., \$1

Fischer, Ottokar

Illustrated magic; tr. and ed. by J. B. Mussey and Fulton Oursler. 219p. il., diagrs. O c. N. Y., Macmillan \$5
Explanations of hundreds of magicians' tricks, with an introductory chapter on "The Magic of Today" by Fulton Oursler and a hitherto unpublished article by Harry Kellar on "Three Secrets of Success for Every Magician."

Fitch, Harry N.

An analysis of the supervisory activities and techniques of the elementary school training supervisor, in state normal schools and teachers colleges. 136p. (2p. bibl.) O (Contribs. to educ., no. 476) c. N. Y., Teachers College, Columbia Univ. \$1.50

Fitzgerald, Gerald M.

Beth-Shan excavations, 1921-1923; the Arab and Byzantine levels. 117p. (bibl. footnotes) il. (col. front.), diagrs. F (Pub'ns of Palestine section of Mus. of Univ. of Pa., v. 3) c. Phil., Univ. of Pa. Press half bds., \$15

Flack, Marjorie

Angus and the cat; il. by the author. no p. il. (pt. col.) obl. S c. Garden City, N. Y., Doubleday, Doran bds., \$1

Another picture book about the little Scottie by the author of "Angus and the Ducks."

Flandrau, Charles Macomb

The diary of a freshman. 334p. D '31, c.'00-'12 N. Y., Appleton \$2
This book has been out of print.

Flint (W. Russell), A.R.A.; introd. by Malcolm C. Salaman. 24p. il. obl. O (Modern masters of etching, no. 27) '31 N. Y., Rudge bds., \$2

Florida poets; an anthology of contemporary verse; foreword by Vivian Yeiser Laramore. 144p. O [c.'31] N. Y., Henry Harrison \$2

Friedman, Rose Lovenhart, and others

Spanish book two. 575p. il., maps (col.) O (Lang., lit., and life; a modern foreign lang. program; Spanish ser.) [c.'31] Chic., Scott, Foresman \$2.08

Galet, Lieutenant-General

Albert, King of the Belgians, in the Great War; his military activities and experiences set down with his approval; tr. by Major-General Sir Ernest Swinton. 359p. il., maps (pt. col.) O ['31] Bost., Houghton \$6

An account of the World War experiences of King Albert, who, alone of all the sovereigns, took personal command of his troops and himself rallied his people, told by King Albert's military adviser and Chief of Staff of the Belgian Army.

Galsworthy, John

Maid in waiting. 362p. D c. N. Y., Scribner \$2.50

A story of modern English life—Mr. Galsworthy's first novel since the completion of the Forsyte books.

Ghent, William James

The early Far West; a narrative outline, 1540-1850. 422p. (bibls.) il., maps O c. N. Y., Longmans \$3.50

The history of western America from the coming of the Spaniards to the admission of California as a state in 1850.

Foard, Frederick T.

The county health unit of yesterday and to-day. 7p. O '31 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. apply

George Washington Bicentennial Commission

George Washington as a friend and patron of music. 13p. il. O ['31] [Wash., D. C., Gov't Pr. Off.; Sup't of Doc.] apply

Gostray, Stella

An introduction to materia medica; drugs and solutions; 3rd ed., rev. 227p. (bibl.) D '31, c.'24-'31 N. Y., Macmillan fab. \$1.75

Gould, George Milbry

Gould's medical dictionary, containing the words and phrases generally used in medicine and the allied sciences, with their definition, pronunciation and derivation; 3rd ed., rev. and enl., ed. by R. J. E. Scott. 1554p. il. Q [c.'31] Phil., Blakiston's \$7; fab. \$7.50

Grubbs, Samuel Bates, and Holsendorf, B. E.

The rat proofing of vessels; 3rd ed. 89p. il. O (Supp. 93 to public health reports) '31 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 20 c.

Gilson, Howard "Bud"

Poems and letters. 90p. il. (pors.) O c
Bost., Meador Pub. Co. \$1.50
The poems and letters to his daughter and relatives of a World War veteran.

Graf, Arturo

The story of the devil; tr. by Edward Noble Stone. 310p. (bibl. notes) O c. N. Y., Macmillan \$3

A history of the origin, growth, and manifestations of the idea of the devil, from the beginning of the Christian era to the present.

Graves, Robert

Good-bye to all that; an autobiography. 430p. il., maps O [c.'30] N. Y., Blue Ribbon B'ks \$1

Green, Paul

The house of Connelly, and other plays. 308p. D c. N. Y., S. French \$2.50

With "The House of Connelly," a play of the South which is one of the few outstanding hits of the fall theatrical season in New York, are "Potter's Field" and "Tread the Green Grass."

Gregory, Alyse [Mrs. Llewelyn Powys]

Hester Craddock. 298p. D c. N. Y., Longmans \$2

The story of two sisters of opposite characters, living in the English country, both loving the same man and subject to the subtle influence of a hunchback, who is attracted to each one but powerless to arouse the love he craves.

Guignebert, Charles

A short history of the French people; 2 v. [cheaper ed.]. 463p.; 764p. O '31 N. Y., Macmillan \$5

Gurdon, John E.

The sky trackers. 156p. il. (col. front.) O (Warne's adventure lib.) ['31] N. Y., Warne \$1

An exciting story of adventure in the air for boys.

Guyer, Michael Frederic

Animal biology. 756p. (3p. bibl.) il., diags. O c. N. Y., Harper \$3.75

A modern textbook of elementary zoology, by a professor in the University of Wisconsin.

Haase, Albert E.

The advertising appropriation; how to determine it and how to administer it. 200p. il. O c. N. Y., Harper \$3.50

The author is managing director of the Association of National Advertising, Inc.

Hall, Walter Phelps

Mr. Gladstone. 275p. (4p. bibl.) il. O [c.'31] N. Y., Norton \$3

A biography of the Victorian statesman by a professor of history in Princeton University.

Hallock, Gerard Benjamin Fleet, D.D., ed.

Doran's ministers manual; a study and pulpit guide for the calendar year 1932. 656p. O c. N. Y., Richard R. Smith \$2.50

Hawks, Ellison

The romance of transport. 332p. (bibl. footnotes) il. (col. front.), maps O [n.d.] N. Y., Crowell \$3

The history of world transportation, from the earliest beasts of burden to the latest ships of the air.

Haydon, Arthur Lincoln

The book of Robin Hood; an account of the brave deeds and merry pranks of the famous outlaw; collected from old ballads; chapbooks and other sources. 286p. (3p. bibl.) il. (col.) O [c.'31] N. Y., Warne \$2.50

Hichens, Robert Smythe

The first Lady Brendon; a novel in a prologue and two parts. 526p. O c. Garden City, N. Y., Doubleday, Doran \$2.50

The efforts of Lady Brendon to escape from her hideous past with a dissolute husband.

Hill, G. F.

The truth about old King Cole; and other very natural histories; il. by L. Leslie Brooke [rev. ed.]. 62p. il. (pt. col.) O ['10,'31] N. Y., Warne \$1.75

Hill, Mrs. Grace Livingston [Marcia MacDonald, pseud.]

Kerry. 306p. D c. Phil., Lippincott \$2
The romance of Kerry, who runs away from her mother and step-father in England and comes to America with her only legacy, the manuscript of her scientist-father's last book.

Hill, Mabel, comp.

Wise men worship; a compilation of excerpts from scientists, philosophers and professional men concerning science and religion; preface by William Lyon Phelps. 134p. D [c.'31] N. Y., Dutton \$1

Albert Einstein, Kirtley F. Mather, Michael Pupin, Sir Oliver Lodge, Roger W. Babson, Dr. William Ernest Hocking and Hugh Walpole are among those represented in this volume.

Hill, Norman

The intimate life of the Queen of Sheba. 269p. D [n.d.] N. Y., Sears \$2.50
A novel, telling in modern style, of the love of Sheba for King Solomon.

Hollis, Christopher

Saint Ignatius. 296p. (bibl. note) O c. N. Y., Harper \$2.50

An interpretative study of the life and conversion of St. Ignatius Loyola, written by a Catholic.

Hopkins, B. Smith, and Neville, Harvey Alexander

Laboratory exercises and problems in general chemistry; rev. ed. 175p. il., diags. O [c.'31] Bost., Heath fab., \$1.76

Gustafson, David

The importance of the printing industry; printing firms and plants. 70p. (3p. bibl.) O (Amer. pr. industry bull. no. 1) [c.'31] Pittsburgh, Author, Carnegie Institute of Technology, Schenley Park pap. apply

Hawtrey, R. G.

Trade depression and the way out. 91p. O '31 N. Y., Longmans pap. \$1

Himes, Norman E.

The truth about birth control; with a bibliography of birth-control literature. 28p. (2p. bibl.) diag. D (John Day pamphlets, no. 4) [c.'31] N. Y., John Day pap. 25 c.

Howard, Inez M., and others

A primary language work book. 72p. il. O '31 N. Y., Macmillan pap. 32 c.

Hopkins, Ernest Jerome

Our lawless police; a study of the unlawful enforcement of the law; foreword by Zachariah Chafee, Jr. 392p. O c. N. Y., Viking Press \$3

A study of violence, illegal detention, third degree, and perjury practiced by the police, with suggested reforms.

Howard, Pendleton

Criminal justice in England; a study in law administration. 451p. (bibl. footnotes) D c. N. Y., Macmillan \$3

A study from first hand observation and comparison with American methods. The author is professor of law in the University of Idaho.

Howard, Sidney Coe

They knew what they wanted; a comedy in three acts. 197p. il. D (French's standard lib. ed.) c. '25 N. Y., S. French pap., 75 c.

Howland, Charles Prentice [ed.]

Survey of American foreign relations [1931]. 518p. (bibl. footnotes) maps O (Pub'ns of Council on Foreign Relations) c. New Haven, Conn., Yale \$5

An impartial and authoritative account of all the major questions of American foreign policy during the past year.

Hoyt, Edwin D.

Perspective simplified [drawing]. 130p. il., diags. D '31 N. Y., Wiley \$1.50

Hubermont, Pierre

Thirteen men in the mine, tr. by L. H. Titterton. 164p. il. D c. N. Y., Macmillan \$2

A story of the men working in a Belgian coal mine where an explosion takes place.

Huffman, Ray

Nuer customs and folk-lore; introd. by D. Westermann. 105p. il. D '31 N. Y., Oxford \$3

Hughes, Richard Arthur Warren

An omnibus. 463p. front. (por.) O c. N. Y., Harper \$3

Sixteen stories, thirty-one poems, three plays, and an autobiographical introduction by the author of "The Innocent Voyage."

Huxley, Julian Sorell

What dare I think? the challenge of modern science to human action and belief. 287p. D c. N. Y., Harper \$2.50

An English scientist examines religion and the nature of man in the light of modern science, pointing the way to the future of human action and belief.

Irwin, Godfrey, ed.

American tramp and underworld slang. 263p. O [n.d.] N. Y., Sears \$2.50

A dictionary of words and phrases used by hoboes and those on the fringes of society, with their uses and origins, a number of tramp songs, essays by the editor, and an essay on the relation of American slang to English thieves' slang by Eric Partridge.

Hunter, Richard Henry

Aids to surgical anatomy. 192p. S (Students' aids ser.) '31 N. Y., Wm. Wood \$1.50

Kolb, Lawrence, and Du Mez, A. G.

Experimental addiction of animals to opiates. 30p. (bibl.) diags. O '31 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. apply

Jackman, D. N.

The chemistry of laundry materials. 246p. (bibls.) il., diags. D '31 N. Y., Longmans \$2.50

Explaining the chemical principles of laundry work, the properties of materials used in washing, cleaning, starching, bluing, and of fibres and fabrics.

Johnson, Martin Elmer

Lion; African adventures with the king of beasts. 290p. il. O [c.'29] N. Y., Blue Ribbon B'ks \$1

Johnson, Owen McMahon

The coming of the Amazons; a satiristic speculation on the scientific future of civilization. 268p. D c. N. Y., Longmans \$2

A novel of the year 2181, when woman reigns supreme in the world and man is merely a subject race.

Jordan, Gerald Ray

Intimate interests of youth. 164p. D [c.'31] Nashville, Tenn., Cokesbury Press \$1.50

A book for leaders of youth, parents, ministers and young people themselves, which attempts to guide the interests of the younger generation in the right direction.

Kahler, Hugh MacNair

Hills were higher then. 284p. D [c.'25-'31] N. Y., Farrar & Rinehart \$2

The portrait of a strong, eagle-like man, old MacNaughten, who, with his grandson, wandered among the hill farms of upstate New York.

Kellogg, Charlotte

Jadwiga, Poland's great queen; preface by Ignaz Jan Paderewski; introd. by Frank H. Simonds. 330p. front. O c. N. Y., Macmillan \$2.50

A biography of Jadwiga, Queen of Poland in the 14th century, who sacrificed her happiness and her love for the sake of her country by a diplomatic marriage to Yagiello, Grand Duke of Lithuania.

Kemp, Sam

Black frontiers; pioneer adventures with Cecil Rhodes in Africa; ed. by Howard R. Marsh; foreword by Kermit Roosevelt. 287p. map O [c.'31] [N. Y.], Brewer, Warren & Putnam \$3

The experience of the author, a pioneer African adventurer, from 1885 to 1892 during the Johannesburg gold rush and while he served with Cecil Rhodes's company of mounted police, formed to explore and subdue Matabeleland and Mashonaland in the heart of the African wilds.

Kendall, Oswald

The voyage of the Martin Connor. 312p. il. (pt. col.) O (Riverside b'kshelf) '31, c. '16, '31 Bost., Houghton \$2

Kepler (Johann), 1571-1630 [astronomy]. 145p. (10p. bibl.) D '31 Balt., Williams & Wilkins \$2.50

Korstian, C. F., and Brush, W. D.

Southern white cedar. 76p. (bibl.) il., maps, diags. O (U. S. Dep't of Agri., technical bull. no. 251) '31 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 25 c.

Lewis, J. T., and Crozier, T. H.

Aids to medical treatment. 252p. S (Students aids ser.) '31 N. Y., Wm. Wood \$1.50

Kiely, Margaret

Comparisons of students of teachers colleges and students of liberal arts colleges. 152p. (bibl. footnotes) O (Contribs. to educ., no. 440) c. N. Y., Teachers Coll., Columbia Univ. \$1.50

King, Georgiana Bole

Footsteps; poems. 63p. O [c.'31] N. Y., Henry Harrison \$1.50

Kirkpatrick, John Erwin

Academic organization and control. 296p. (4p. bibl.) O c. Yellow Springs, O., Antioch Press \$3

A study in educational administration, through sketches of some leading universities and colleges, and a review of historical precedents.

Knipe, Alden Arthur

Everybody's Washington; il. by Mead Schaeffer. 290p. il. (col.) O [c.'31] N. Y., Dodd, Mead \$3.50

A biography of Washington in appreciation of his character and achievements.

Knoop, Douglas

The riddle of unemployment. 200p. D '31 N. Y., Macmillan \$1.75

Lear, Edward

The book of nonsense, to which is added, More nonsense; with all the original pictures and verses. no p. il. obl. D [n.d.] N. Y., Warne \$1

Levene, Alexander, and Feldman, George J.

Does trade need anti-trust laws? 152p. (bibl. notes) D c. N. Y., Ray Long & Richard R. Smith \$1

An explanation of the anti-trust laws, trade's most absorbing problem, and an outline of their history, showing how they help and hinder trade, together with a suggestion for remedial legislation to overcome depressions.

Lévy-Bruhl, L.

La mentalité primitive. 27p. S (Herbert Spencer lecture) '31 N. Y., Oxford 75 c.

Loggins, Vernon

The Negro author; his development in America. 489p. (bibls.) O c N. Y., Columbia Univ. Press \$5

A survey of the Negro's contribution to American literature from 1760 to 1900.

Long, Vivian Aten

Aunt Kathy tells us. 136p. (bibl.) il. D [c.'31] St. Louis, Bethany Press \$1

Aunt Kathy, a missionary, tells the Merriweather children what life is like in Japan.

Loth, David Goldsmith

Lorenzo the Magnificent. 329p. O [c.'29] N. Y., Blue Ribbon B'ks. \$1

Low, Bevis Brunel

Mathematics; a text-book for technical student. 455p. (bibl.) diagrs. O '31 N. Y., Longmans \$4

Macartney, Clarence Edward Noble

The way of a man with a maid. 176p. D [c.'31] Nashville, Tenn., Cokesbury Press \$1.50

Sermons, based on biblical texts, dealing with the relationship between man and woman, by the minister of the First Presbyterian Church of Pittsburgh.

Malot, Hector Henri

Sans famille; abridged and ed. by Walter H. Storer. 317p. il. (col. front.), map S [c.'31] N. Y., Amer. B'k. 84 c.

Mankiewicz, Frank and Brandt, William, eds.

Deutscher Alltag; short stories from modern German life and civilization. 374p. il. D (Johnson's German ser.) '31 Richmond, Va., Johnson Pub. Co. buck., \$1.60

Mantle, Burns, ed.

The best plays of 1930-31; and the year book of the drama in America. 581p. il. D '31, c. '30, '31 N. Y., Dodd, Mead \$3

The selected ten best plays of the past dramatic season are "Alison's House," "Elizabeth the Queen," "Tomorrow and Tomorrow," "Once in a Lifetime," "Green Grow the Lilacs," "As Husbands Go," "Five Star Final," "Overture," "The Barretts of Wimpole Street" and "Grand Hotel."

March, Harold

Frédéric Soulié, novelist and dramatist of the romantic period. 387p. (48p. bibl.) O (Yale romantic studies, 3) c. New Haven, Conn., Yale \$3

A biography of the friend and amicable rival of Dumas.

Marquart, Marguerite and Mitchell, Jean T.

Circles and squares; b'k. 2. 88p. il. Q '31 Yonkers, N. Y., World B'k. 60 c.

Marshall, Frank H., D. D.

The religious backgrounds of early Christianity. 315p. (2p. bibl.) O c. St. Louis, Bethany Press \$2.50

A textbook for students of theology.

Mathews, Basil

The splendid quest; stories of knights on the pilgrims' way. 252p. il. D '31 N. Y., Macmillan \$1.50

Matzen, John Mathiason

State constitutional provisions for education, fundamental attitude of the American people regarding education as revealed by state constitutional provision, 1776-1929. 167p. (4p. bibl.) O (Contribs. to educ. no 462) c. N. Y., Teachers Coll., Columbia Univ. \$1.75

Mayo, Margaret [Lillian Clatten] and Field, Edward Salisbury

Twin beds; a farce in three acts. 154p. il., diagrs. D (French's standard lib. ed.) c. '15, '31 N. Y., S. French pap. 75 c.

Merezhkovskii, Dmitri Sergieevich

The secret of the West; tr. by John Cournos. 449p. (bibl. notes) O c. N. Y., Brewer, Warren & Putnam \$7.50

An interpretation of the Russian author's entire philosophy of life, historic, moral and religious.

Lyon, Waldo V.

Problems in electrical engineering; v. 1, Alternating currents; v. 2, Direct currents; new 2nd ed. 233p.; 154p. O '31 N. Y., McGraw-Hill \$2.25; \$1.75

McKittrick, May, and West, Marietta Hyde

Workbook to accompany English composition [pts.

1 and 2 complete]. 286p. O [c.'31] N. Y., Amer. Bk. pap. 56 c.; pt. 2, 36 c.

Magnusson, Mrs. H. V.

The light of the world; a Christmas program for the Sunday school. 19p. O '31 Rock Island, Ill., Augustana Bk. Concern pap. 10 c.

Mérimée, Prosper

Carmen, and, Letters from Spain; il. with monochrome water-colours by Maurice Barraud [lim. ed.]. 175p. O (Harrison of Paris, [31] N. Y., Minton, Balch
bds., \$5; half lea., \$25; signed ed., \$250 bxd.
A new translation.

Millay, Kathleen [Mrs. Howard Irving Young]

The beggar at the gate; poems. 99p. D c. N. Y., Liveright \$2
A third volume of verse by the sister of Edna St. Vincent Millay.

Miller, Albert R. H.

The church and war. 208p. (4p. bibl.) D [c. '31] St. Louis, Bethany Press \$1.50
An historical account of the attitude of Christians toward war and a discussion of what their attitude toward another war would be.

Miller, Marion Mills

The picture of Dorian Gray; dramatized from the novel of that name by Oscar Wilde. 98p. O c. N. Y., Henry Harrison \$2

Mirrielees, Lucia B.

Teaching composition in high school. 386p. (bibls.) D [c. '31] N. Y., Harcourt \$2
A textbook for inexperienced teachers which presents the problems which they will meet in their classrooms.

Monash, Louis

Know your child; foreword by Dr. John H. Finley. 259p. D c. N. Y., Whittlesey House, McGraw-Hill \$2

Problems in dealing with the child, which confront the parent and teacher, solved upon a basis of understanding and guarding the child's personality. The author is principal of a New York City public school.

Moon, Grace Purdie [Mrs. Carl Moon]

The arrow of Tee-may; il. by Carl Moon. 284p. il. (col. front.) D c. Garden City, N. Y., Doubleday, Doran \$2
A story for children about the adventures of Tee-may, an Indian boy who lived four hundred years ago.

Moore, Hight C., D. D.

Points for emphasis; a vest pocket commentary on the International Sunday school lessons, improved uniform ser., for 1932 256p. maps nar. T c. '31 Nashville, Tenn., S. S. B'd of So. Bapt. Convention
flex. fab., 35 c.

Morrill, Guy Louis

Laughing stewardship through. 189p. D c. N. Y., Richard R. Smith \$1
Stewardship stories and anecdotes that ministers and laymen can use to help in raising money for the church.

Mott, John Raleigh

The present-day summons to the world mission of Christianity. 325p. (42p. bibl.) D (Cole lectures for 1931) [c. '31] Nashville, Tenn., Cokesbury Press \$2.50

World conditions and the need for Christian co-operation through missions explained by one of the outstanding administrators of mission work today.

Murphy, Mabel Ansley [Mrs. John Davidson Murphy, Anne S. Lee, pseud.]

When Washington was young. 273p. (3p. bibl.) il. (pt. col.) D (Young America ser.) c. Chic., Laidlaw Bros. \$1.50
The story of the boyhood and early manhood of George Washington, for boys and girls.

Murray, Rev. Robert Henry

Archbishop Bernard, professor, prelate and provost. 391p. (2p. bibl., bibl footnotes) il. (pors) O '31 N. Y., Macmillan \$4.50
A biography of a distinguished Catholic priest of Ireland who died in 1927.

Nash, F. O. H.

Kattie of the Balkans. 152p. il. (col. front.) O (Warne's adventure lib.) [31] N. Y., Warne \$1
The story of a Balkan girl in an English boarding school.

Nayler, J. L., and Ower, E.

Aviation of to-day; its history and development; with a chapter on aircraft engines by W. J. Stern. 510p. il. (pt. col.), maps (pt. col.), diagrs. S (Wayside and woodland ser.) [31] N. Y., Warne \$6

Neale, Russell

The story of a country place. 284p. D c. N. Y., Harper \$2.50

Piper Mark built a large and impressive farmhouse in Indiana County, Pennsylvania, for himself, his wife and four children and old Aunt Imo, but as he grew richer and selfish he displeased Aunt Imo and misfortune gradually overtook him.

Neve, Ernest F., M.D.

Things seen in Kashmir; a description of one of the loveliest countries of the world, with its beautiful lakes and rivers; its picturesque town and country life. 160p. il., map T (Things seen ser.) [n.d.] N. Y., Dutton \$1.50

Norris, Earle B., and Smith, Kenneth G.

Shop mathematics; pt. 1, Shop arithmetic; new 3rd ed. 279p. il. O (Univ of Wis. extension texts) '31 N. Y., McGraw-Hill \$2

Nute, Grace Lee

The voyageur. 296p. (bibl. notes) il., map O c. N. Y., Appleton \$3

The story of the voyageurs, the frontiersmen, who made possible the exploration and settlement of the Northwest of the American continent.

Ochse, J. J. and Bakhuizen van den Brink, R. C.

Fruits and fruitculture in the Dutch East Indies. 180p. il. (col.) O '31 N. Y., Van Riemsdyck B'kservice, 55 W. 45th st. \$10

Miles, Dudley, and others

Literature and life, student's guide; bk. 1. 88p. Q [c. '31] Chic., Scott, Foresman pap. 28 c.

Miller, Douglas, M.D.

Midwifery for nurses. 263p. il., diagrs. D '31 [N. Y., Longmans] \$2.40

Morley, John

Abdominal pain. 214p. il. O '31 N. Y., Wm. Wood \$3.50

[Nabel, Eugene W.]

Coal industry and trade of the Netherlands. 25p. O (Trade information bull., no. 768) '31 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. apply

Oliver, John Rathbone

Article thirty-two; a novel. 397p. D c.
N. Y., Macmillan \$2.50

The story of a young couple, children of clergymen, who resolved that their married life would be free of "the whole clerical show."

Ossendowski, Ferdinand Antony

Beasts, men and gods. 337p. O [c.'22]
N. Y., Blue Ribbon B'ks. \$1

Palmer, C. I.

Practical mathematics for home study; new 2nd ed. 606p. il. D '31 N. Y., McGraw-Hill
flex. cl. \$4

Palmer, Frederick

Newton D. Baker; America at war; 2 v. 435p.; 461p. (bibl. notes) il., diagrs. O c.
N. Y., Dodd, Mead \$7.50, bxd.; lim. ed., \$25

A history of the World War administration in America from the standpoint of the work and accomplishments of the Secretary of War. The book is based on his personal papers, his correspondence with the President and important leaders, cablegrams between the War Department and Headquarters in France, the minutes of the War Industries Board, and other first-hand material.

Paranavitana, S., ed. and tr.

Epigraphia Zeylancia; being Lithic and other inscriptions of Ceylon; v. 3, pt. 3. '31
N. Y., Oxford \$1.75

Patrick, Q.

Cottage sinister. 284p. D c. Phil., Roland Swain Co., 168 W. Queen Lane \$2
Several murders, with women as victims, terrify the English village of Crosby-Stourton.

Patterson, Betty Benton

Mammy Lou's cook book. 321p. D c.
N. Y., McBride oilcl., \$2.50
A southern cook-book by an author who has conducted columns on cookery in the newspapers of Houston and the Southwest in the dialect of "Mammy Lou."

Peirce, Charles Sanders

Collected papers; ed. by Charles Hartshorne and Paul Weiss [philosophy]. 409p. front. O '31
Cambridge, Mass., Harvard \$5

Peple, Florence Selden

The red and white secret. 138p. il. O c.
Richmond, Va., Garrett & Massie \$2
A story for children from 7 to 12 about Dick and Jacqueline who live in the Blue Ridge Mountains of Virginia.

Perkins, Lucy Fitch [Mrs. Dwight Heald Perkins]

The pickaninny twins; il. by the author. 157p. O (Twin ser.) c. Bost., Houghton
\$1.75

The story of Sammy and Dilly, for children.

Peters, James Lee

Check-list of birds of the world. 363p. O '31
Cambridge, Mass., Harvard \$3.50

Phelps, William Lyon

The excitement of teaching. 80p. D
(Kappa Delta Pi lecture ser. 3) [c.'31] N. Y., Liveright \$1.50
An address which was given before a public meeting of a national education society.

Phillips, George Wallace

The hour of prayer (K T A B); v. 3. 311p. D [c.'31] Phil., Judson Press \$2
A collection of radio sermons which were broadcast over station KTAB, Oakland, California.

Piatte, David A.

Bad men and gold [fiction]. 250p. '31
Eminence, Mo., R. R. Rosamond \$2

Pinkerton, Robert Eugene

Hudson's Bay Company; introd. by Stewart Edward White. 365p. il. O [c.'31] N. Y., Holt \$3.50
A history of the Hudson's Bay Company from the year 1668 when the first of the "Company of Gentlemen Adventurers trading into Hudson's Bay" arrived from England. The author has probed through the myths surrounding its history and has emphasized its interesting human elements.

Plutarch

Everybody's Plutarch; ed. for the modern reader by Raymond T. Bond. 789p. il. O c.
N. Y., Dodd, Mead \$3.50
The "Lives" in shortened form to make the most interesting parts available to the general reader.

Pollard, Hugh Bertie Campbell

Hard up on Pegasus; il. by Gilbert Holiday. 208p. il. (pt. col.) O '31 Bost., Houghton
\$7.50
Essays and informative articles on horses, their breeding, training, showing and hunting.

Pope, Amy Elizabeth and Geraghty, E. M.

Essentials of dietetics, in health and in disease; a book for nurses and a practical dietary guide for the household; 3rd ed., rev. and enl. 744p. il., diagrs. D '31, c.'08-'31
N. Y., Putnam \$3

Pycraft, William Plane, ed.

The standard natural history; from amoeba to man. 956p. il. (pt. col.), diagrs. O [c.'31] N. Y., Warne \$6
A survey of the entire animal kingdom for the student of natural history.

Rathey, B. K.

A short history of the Hebrews, from Moses to Herod the Great. 192p. il. D '31 N. Y., Oxford 85 c.

Reilly, Helen

Man with the painted head. 294p. D [c.'31] N. Y., Farrar & Rinehart \$2
The story of a murderer at large in an artists' colony in Connecticut.

[Quarton, Harold Barlow]

The market for oils and fats in Cuba and the Cuban vegetable oil industry. 22p. O (Trade information bull., no. 766) '31 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. apply

Quigley, Harold S.

An introductory syllabus on Far Eastern diplomacy. 46p. (bibls.) D [c.'31] Chic., Univ. of Chic. Press
pap. apply

Roberts, Jay Gilbert

Eye, ear, nose and throat for nurses. 213p. il. O '31 Phil., F. A. Davis \$2.25

Sainsbury, Harrington, M.D.

The cardiac cycle. 80p. O '31 N. Y., Wm. Wood \$1.75

Scheffel, Carl, M.D.

Medical jurisprudence. 325p. D [c.'31] Phil., Blakiston's \$2.50

Remsburg, John Eleazer, and Remsburg, George J.

Charley Reynolds, soldier, hunter, scout and guide; introd. by E. W. Howe [lim. ed.]. 88p. front. (por.) D c. Kansas City, Mo., H. M. Sender, 5845 Central St. \$7.50

This brief biography and appreciation of a western frontiersman, who met his death as chief of Custer's scouts during the Custer Massacre, was originally published in 1914 as a series of articles in the *Potter, Kansas, Kansan*, a newspaper. This limited edition is brought out for collectors of Western Americana.

Repplier, Agnes

Times and tendencies. 227p. D c. Bost., Houghton \$2

Essays on aspects of modern American society—the author's first book of essays in seven years.

Ricardo, Harry R.

The high-speed internal-combustion engine; 2nd ed. 435p. il. O '31 N. Y., Van Nostrand \$12

Rickman, Philip

A bird-painter's sketch book; il. by the author. 150p. (bibl.) il. (pt. col.) F '31 N. Y., Scribner \$10

Notes on thirty varieties of birds, with sketches which the author made from life.

Riley, James Whitcomb

The best loved home ballads of James Whitcomb Riley. 224p. O [c.'83-'31] N. Y., Blue Ribbon B'ks. \$1

Roberts, Elizabeth Madox

A buried treasure. 296p. D '31, c.'29-'31 N. Y., Viking Press \$2.50

A comedy of five days in a small community, when a kettle of gold is discovered which begins a chain of predicaments, serious and comic.

Robertson, W. Graham

Life was worth living; foreword by Sir Johnston Forbes-Robertson. 355p. il. O [n.d.] N. Y., Harper \$5

Reminiscences of the English artistic and theatrical world of the 90's, by an artist who knew many famous people, among them Whistler, Sargent, Sarah Bernhardt, Ellen Terry, and Henry James.

Rosendahl, Lieutenant-Commander C. E.

Up ship! 325p. il. D c. N. Y., Dodd, Mead \$3

The story of the lighter-than-air ship in which some of the simple fundamentals of airships are explained, some of the trials and errors described and the author's own experiences as a survivor in the Shenandoah disaster and a participant in the world flight of the Graf Zeppelin are related. Lieutenant-Commander Rosendahl is the recently appointed captain of the largest of all airships, the new Akron.

Rossmann, Joseph

The psychology of the inventor; a study of the patentee; new and rev. ed. 262p. (10p. bibl.) O c. Wash., D. C., Inventors Pub. Co., 1266 New Hampshire Ave. \$3

Rostron, Sir Arthur H.

Home from the sea. 259p. O c. N. Y., Macmillan \$3.50

The author, late Commodore of the Cunard fleet, relates his sea adventures from his first voyage on a wooden frigate to his later years as commander of such famous steamships as the *Mauretania* and the *Berengaria*.

Roth, Joseph

Job; the story of a simple man; tr. by Dorothy Thompson. 279p. D c. N. Y., Viking Press \$2.50

The story of a modern Job who bears his sorrows with simple faith in the ghettos of Russia and the streets of New York.

Sadiq, Issa Khan

Modern Persia and her educational system. 134p. (2p. bibl.) O (Studies of Internat'l Inst. of Teachers College, no. 14) c. N. Y., Teachers College, Columbia Univ. \$1.50

Sandburg, Carl

Abraham Lincoln, the prairie years. 615p. il., map O [c.'25,'26] N. Y., Blue Ribbon B'ks. \$1

Sanford, Frederick Warren, and others

A third Latin book; rev. ed. 169p. il. (pt. col.), maps (col.), diagr. D (Lake classical ser.) [c.'23,'31] Chic., Scott, Foresman \$1.96

Sawyer, Daisy D.

Perspective in drawing, introd. by Allen W. Seaby. 60p. il. (col. front.), diagrs. D '31 N. Y., Scribner \$1.75

A guide for students.

Schnitzler, Arthur

Flight into darkness; tr. by William A. Drake. 152p. D c. N. Y., Simon & Schuster bds., \$2

A psychological novel about a man suffering from a persecution-mania complex, becoming convinced that he would some day be insane. This is the first new work in two years by the Viennese author who has just died.

Schuyler, Hamilton

The Roeblings; a century of engineers, bridge-builders and industrialists. 444p. il. O c. Princeton, N. J., Princeton Univ. Press \$5

The story of three generations of an illustrious family, builders of great bridges, of which the Brooklyn Bridge and the new George Washington Bridge are the most famous.

Scudder, Vida Dutton

The Franciscan adventure; a study in the first hundred years of the Order of St. Francis of Assisi. 447p. (4p. bibl., bibl. notes) map O ['31] N. Y., Dutton \$5

Centering about the struggle between those who wanted strict adherence to the principles of St. Francis, and others willing to compromise.

Standley, Paul C.

The Rubiaceae of Venezuela. 142p. O (Field Mus. pub'n 302, botanical ser., v. 7, no. 4) '31 Chic., Field Mus. pap. 75 c.

Suzzallo, Henry, and others

Fact and story readers; workbooks for primer and bks. 1-3. various p. il., diagrs. Q [c.'31] [N. Y.] Amer. B'k pap. 28 c., ea.

Swingle, H. S., and Snapp, Oliver I.

Petroleum oils and oil emulsions as insecticides,

and their use against the San Jose scale on peach trees in the South. 48p. (7p. bibl.) il. O (U. S. Dep't of Agri., technical bull. no. 253) '31 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10 c.

Thalheimer, Ross

A critical examination of the epistemological and psychophysical doctrines of Bertrand Russell. 35p. O '31 Balt., Johns Hopkins Press pap. 35 c.

Seaman, Augusta Huiell [Mrs. Robert Reece Seaman]

The brass keys of Kenwick. 279p. front. (col.) D c. Garden City, N. Y., Doubleday, Doran \$2

Audrey Blake, an art student, comes to a little Maryland village to draw a fine pre-Revolution house and discovers the mystery surrounding its owner, Miss Jennifer. For older girls.

Sechrist, Elizabeth Hough, comp.

Christmas everywhere. 166p. il. (col.) D c. Phil., Roland Swain, 168 W. Queen Lane \$2.50

A collection of stories, for boys and girls, about the Christmas customs of many lands.

Shaw, Robert W.

Some aspects of self-insight, as found in students of a two-year normal school. 86p. (bibl. footnotes) diagrs. O (Contribs. to educ., no. 448) c. N. Y., Teachers Coll., Columbia Univ. \$1.50

Sheldon, Charles Monroe

He is here. 89p. D c. N. Y., Harper bds., \$1.25

Stories in which Christ appears to various modern people during crises in their lives.

Shmelev, Ivan Sergieevich

The story of a love; tr. by Natalie Tsytovitch. 323p. D [c.'31] N. Y., Dutton \$2.50

A story of a Russian boy's first experiences with love.

Shoemaker, Henry Wharton, comp.

Mountain minstrelsy of Pennsylvania; being a 3rd ed. of North Pennsylvania minstrelsy; rev. and enl. 319p. D c. Phil., Newman F. McGirr, 1702 Manning St. \$3

Snedden, David Samuel

Towards better educations. 434p. (bibl. note) O c. N. Y., Teachers College, Columbia Univ. \$4

Some critical sociological examinations of a variety of current problems of coordinating purposes and methods in education, by a professor of education in Teachers College.

Soltau, Roger Henry

French political thought in the nineteenth century. 531p. (bibl., bibl. footnotes) O '31 New Haven, Conn., Yale \$5

Sparling, Earl

Mystery men of Wall Street; the powers behind the market. 271p. il. (pors.) O [c.'30] N. Y., Blue Ribbon B'ks. \$1

Stayt, Hugh A.

The Bavenda [African tribe]. 392p. (bibl.) il., map O '31 N. Y., Oxford \$12

Stone, Mrs. Grace Zaring

The almond tree. 350p. D [c.'31] Ind., Bobbs-Merrill \$2.50

This story of three sisters, May, a spinster, Susan, a fashionable divorcée, and Leda, newly widowed, and of Marise, Leda's daughter, is laid in Washington.

Sweetser, Kate Dickinson

Great American girls. 333p. (bibl.) front. D c. N. Y., Dodd, Mead \$2

Inspiring stories for girls about the youthful years of Theodosia Burr, Jane Addams, Emily Dickinson, Helen Keller, Lady Astor, and others.

Taussig, Frank William

Some aspects of the tariff question; 3rd ed. 512p. O (Harvard economic studies, v. 12) '31 Cambridge, Mass., Harvard \$4

Taylor, R. O. P.

The universe within us; a scientific view of God and man. 168p. O c. N. Y., Richard R. Smith \$2

A statement of religious beliefs in accord with modern science.

Thomas, Charles Marion

American neutrality in 1793; a study in cabinet government. 294p. (4p. bibl.) O (Studies in hist., economics and public law, no. 350) c. N. Y., Columbia Univ. Press \$4.50

A study of the contributions of the various members of the Cabinet to the development of the American policy of neutrality during the year 1793 when Thomas Jefferson was Secretary of State.

Thomas, Jean

Devil's ditties. 187p. il. Q c. Chic., W. Wilbur Hatfield, 211 W. 68th St. \$2.50

Stories of the Kentucky mountain people, with the words and music of the songs they sing.

Twain, Mark, pseud. [Samuel Langhorne Clemens]

The adventures of Tom Sawyer; ed. by Bertha Evans Ward. 279p. (bibl.) D (Modern lit. ser.) [c.'31] [Bost.] Ginn 92 c.

The prince and the pauper; ed. by Emily Fanning Barry and Herbert B. Bruner. 335p. (bibl. footnotes) front. D (Harper's modern classics) [c.'81-'31] N. Y., Harper \$1

Vajda, Ernest

Fata Morgana (Mirage); a comedy in three acts; tr. by James L. A. Burrell and Philip Moeller. 213p. il. D (French's standard lib. ed.) [c.'22,'24] N. Y., S. French pap., 75 c.

Van Every, Edward

Sins of America; as "exposed" by the *Police Gazette*; introd. by Thomas Beer. 317p. il. Q c. N. Y., Stokes \$5

Sins in the 70's and 80's as described and pictured by the old *National Police Gazette*. By the author of "Sins of New York."

Victoria, Queen of Great Britain

The letters of Queen Victoria; 3rd ser.; a selection from Her Majesty's correspondence and journal between the years 1886 and 1901; v. 2, 1891-1895; ed. by George Earle Buckle. 621p. il. O c. N. Y., Longmans \$9

Tupper, Eleanor R.

Student's guide in European history. 32p. D (Globe review ser.) '31 N. Y., Globe B'k pap. 53 c.

U. S. Bureau of Navigation. Navy Dep't

Syllabus for the training of student naval aviators and student naval aviation pilots [rev. ed.]. 16p. O '31 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 5 c.

U. S. Dep't of State

Particulars with regard to the armaments of the United States. 25p. O (Pub'n no. 204) '31 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 5 c.

U. S. Federal Oil Conservation Board

State and federal conservation laws and regulations relating to production of oil and gas. 303p. O '31 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. apply

Villiers, Alan J.

Sea dogs of to-day. 342p. il. D [c.'31]
N. Y., Holt \$2.50
True stories of modern adventures at sea, for young people.

Von Tucker, Prof.

A concise etymological dictionary of Latin.
307p. N. Y., G. E. Stechert \$5.75

Walden, Arthur Treadwell

Leading a dog's life. 278p. il. D c. Bost.,
Houghton \$2.50

The fourteen years' companionship of the author and his Scotch collie, Shirley, in New Hampshire and in Alaska, are narrated from the dog's point of view.

Walden, Jane Brevoort

Igloo; il. by Diana Thorne; foreword by Rear Admiral Richard E. Byrd. 221p. il. (col. front.) O c. N. Y., Putnam \$2.50

A biography of Igloo, Admiral Byrd's famous fox terrier, who accompanied him on the expeditions to the North and South Poles. For boys and girls.

Walsh, J. M.

Exit Simeon Hex. 289p. D c. N. Y.,
Brewer, Warren & Putnam \$2

Simeon Hex, a wealthy English miser, invites his poor relations to visit him in order to tantalize them about his will, and during their visit he is killed.

Ward, Charles Henshaw, and Moffett, Harold Young

The junior highway to English; bk. 2; rev. ed. 350p. il. D [c.'22,'31] Chic., Scott, Foresman \$1

Weisinger, Nina Lee, and Johnston, Marjorie C.

A first reader in Spanish. 155p. il S [c.'31] Garden City, N. Y., Doubleday, Doran 80 c.

For a high school course.

Wells, David A.

Robinson Crusoe's money, or, The remarkable financial fortunes and misfortunes of a remote island community [reprint of 1876 ed.]. 118p. il. O '31 N. Y., Peter Smith \$2.50

Wertenbaker, Charles

Before they were men. 269p. D c. N. Y.,
Liveright \$2

The history of two boys, Sleepy and Shadow, during their four years of prep school.

Whitton, Lieutenant-Colonel Frederick Ernest

The American War of Independence. 381p. (bibl. notes) maps O c. N. Y., Dodd, Mead \$5

An account of the American Revolution by a British officer.

Wickham, Ola and Phillips, Claude Anderson

America's heritage from the long ago. 444p. il. D '31 N. Y., Macmillan \$1.20

Wilde, Oscar [Sebastian Melmoth, pseud.]

The works of Oscar Wilde. 1247p. il. D [n. d.] N. Y., Collins, 15 E. 26th St. \$3.50
Containing "The Picture of Dorian Gray," numerous short stories, four plays, and poems and essays.

Williams, Henry Smith

The biography of Mother Earth. 340p. il. (pt. col.), maps O c. N. Y., McBride \$5

A history of the earth from its prehistoric beginnings, showing its evolution and accompanying changes in animal and vegetable life.

Williamson, Margaretta

The social worker in child care and protection. 492p. (bibl. footnotes) D (Harper's soc. sci. ser., Job analysis ser., v. 3) c. N. Y., Harper \$2.75

A study designed to present a picture of certain type-jobs in social work, which have to do with the foster care, day-nursery care, and the protection of children.

Willis, Jack

Roosevelt in the rough; as told to Horace Smith. 260p. il. O c. N. Y., Ives Washburn \$3

An unusual portrait of Theodore Roosevelt the man, a true Westerner in spirit, as he revealed himself to the author through long years of intimate friendship which started on the hunting trail and around the campfire in Montana when Mr. Willis served as Roosevelt's guide.

Wood, Lawson

Rummy tales; 6 v. no p. il. (col.) obl. S [n. d.] [N. Y.] Warne pap. \$2, b'xd

Picture story-books for children about a monkey, an ostrich, a pig, a squirrel, a giraffe and a kangaroo.

Woodbury, David O.

Communication. 280p. (5p. bibl.) il., diagrs. D (Stories of man's achievements) c. N. Y., Dodd, Mead \$2.50

This first volume in a new series under the editorship of Clarence Stratton tells the story of the growth of man's communication with man from the signals of savage tribes to the latest developments of radio.

Wormser, Isaac Maurice

Frankenstein, incorporated. 251p. O c. N. Y., Whittlesey House, Mc-Graw-Hill \$2.50

An analysis of the evils of our modern corporation-ridden civilization.

Wright, Philip Green

The American tariff and Oriental trade. 177p. diagrs. O (American Council, Inst. of Pacific Relations) [c.'31] Chic., Univ. of Chic. Press \$2

An analysis and interpretation of the statistics of our trade with China and Japan as affected by our recent tariff legislation.

Wu Ming Fu

The wisdom of Wu Ming Fu; ed. by Stanwood Cobb. 62p. D [c.'31] N. Y., Holt \$1.25

The philosophical poems of a Chinese scholar, who did graduate work in American universities.

U. S. National Commission on Law Observance and Enforcement

Report on the child offender in the federal system of justice. 178p. il., maps O (Pub'n no. 6) '31 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 40 c.

Report on criminal procedure. 56p. O (Pub'n no. 8) '31 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10 c.

U. S. Naval Academy, Annapolis. Dep't of Engineering and Aeronautics

Thermodynamics; diagrams, tables, and formulas. 11p. diagrs. Q '31 Wash., D. C., Gov. Pr. Off.; Sup't of Doc. apply

Walter, Eleanor Dawes

Bugs; verses [juvenile]. no p. il. (col.) F c.'31 Racine, Wis., Whitman Pub. Co. pap. apply

White, Margaret Adams, ed.

The earliest French play about America: Acoubar, ou, La loyauté trahie. 96p. (bibl. footnotes) D (Inst. of French Studies, reprints of rare plays) [c.'31] N. Y. [G. L. Van Roosbroeck] pap. \$1

White, Margaret L., and Hanthorn, Alice

Do and learn readers: workbooks for primer, 1st-3rd readers. various p. il. F [c.'31] N. Y., Amer. Bk. pap. 32 c., ea.

Title Index to The Weekly Record

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- Academic organization and control. Kirkpatrick, J. E. \$3 *Antioch Press*
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- Voyageur, The. Nute, G. L. \$3
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- Way out of depression, The. Arendtz, H. F.
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- What dare I think? Huxley, J. S. \$2.50
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- When Washington was young. Murphy, M.
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- Wisdom of Wu Ming Fu, The. Wu Ming
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- Wise men worship. Hill, M. \$1
Dutton
- Word and the world, The. Brunner, H. E.
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Scribner
- Works of Oscar Wilde, The. \$3.50
Collins

Old and Rare Books

Frederick M. Hopkins

THE first autograph sale of the season was held on October 20, by the American Art Association-Anderson Galleries, Inc., when American historical autographs, comprising the collections formed by the late William Winslow Crannell, of Albany, N. Y., and Littleton W. Tazewell, governor of Virginia, were dispersed, 295 lots bringing \$9,206. A few representative lots, giving the range of prices, were the following:

Benjamin Franklin, A.L.S., 1 p., 4to, Passy, April 28, 1778, to Genet, \$300.

Alexander Hamilton, A.L.S., 2 pp., 4to, November 1, 1794, to General Washington, relating to the Whiskey Insurrection, \$320.

Abraham Lincoln, A.L.S., 1 p., 4to, Springfield, February 23, 1850, to John D. Johnston, telling of the death of his son, \$300.

Herman Melville, A.L.S., 3 pp., 4to, Lansingburgh, June 6, 1846, to W. L. Marcy, \$160.

George Washington, A.L.S., 4 pp., 4to, Tappan, May 6, 1783, to Lund Washington, telling of a meeting with Sir Guy Carleton, \$360.

Thomas Jefferson, A.L.S., 1 p., 4to, Monticello, September 13, 1795, to Henry Tazewell, relating to the British treaty and British aggression, \$170.

A number of Jefferson, Monroe and Madison items brought very moderate prices.

CATALOG No. 209, "Rare Books and First Editions," issued by Goodspeed's Book Shop, of Boston, has just been received. The more important items include:

Burns's "Poems, chiefly in the Scottish Dialect," New York, 1788, first New York edition, \$125.

Emerson's "Essays," First and Second Series, 2 vols., Boston, 1841-44, \$375.

Emerson's "Poems," blue levant by Sangorski & Sutcliffe, 1847, \$75.

Emerson's "Poems," original glazed boards rebaked, 1847, water stained, \$50.

Chaucer's "Works," 1896, Kelmscott Press edition, \$2,000.

Melville's "Moby-Dick," 1851, slightly foxed and backstrip faded, \$900.

Poe's "Works," 4 vols., first collected edition edited by Griswold, 1850-56, \$125.

Thoreau's "Walden," 1854, \$150.

One feature of this catalog, which may be a new departure, is the rebinding of first editions of American authors by such English binders as Bayntun, Sangorski & Sutcliffe, Zaehnsdorf, Revière and others. A large percentage of first editions of American authors of the nineteenth century are internally sound but outwardly shabby. This famous bookshop is a good one to undertake the preservation of these first editions by putting them in fine bindings because it can be depended upon to use good taste and judgment in doing it. If this is a new undertaking we wish it success.

THE current catalog, No. 827, just issued by Henry Sotheran, of London, is an 8vo, 196 pp., 2,827 items, illustrated by many full page facsimiles, and devoted to "scarce and interesting autograph letters by literary and historical celebrities of England, France and Germany, including an important series of Napoleonic items, together with association books, and part of the library of T. P. O'Connor, M. P., "Father of the House of Commons." This catalog contains many rare and valuable items and a great deal of desirable material moderate in price. One of the most interesting items is a recently discovered portion of Sir Isaac Newton's library, being the larger and more important portion of his library which was not included in the sale at Thame in 1920, consisting of 858 volumes, chiefly in the original bindings, 83 of which contain Newton's handwriting, 20 having his autograph signature; also including the first and second editions of his "Principia," full of Newton's manuscript corrections, cancellations and additions; and numerous other rare books. The entire collection is offered enbloc, particulars on application.

THE current catalog of Walter M. Hill of Chicago, is devoted to "Books from the Famous Modern Presses, Ashen-

dene, Doves Press, Bibliophile Society, Nonesuch Press, Kelmscott Press, Grolier Club, Vale Press, and other presses, including books designed by Bruce Rogers. The interest in fine typography at this time makes this catalog of special interest. Some of the outstanding items in this collection of 407 books include the English Bible, 5 vols., large 4to, 1903-1905, printed by the Doves Press and bound by the Doves Bindery, \$700; "Works of Geoffrey Chaucer," folio, 1896, printed by the Kelmscott Press and bound in full white pigskin by the Doves Bindery, \$2,700; another copy in original boards, \$2,000; and "The Song of Roland," folio, Cambridge, 1906, Riverside Press Special edition designed by Bruce Rogers, \$275.

THE new bibliography of Ernest Hemingway, prepared by Louis Henry Cohn, printed by Harbor Press for Random House, introduces a new method in determining a first edition. In writing about "Men Without Women," he says: "The first edition of this book may be determined by its weight only, as the second edition took place without any typographical changes or corrections being made. The first edition was printed on 80-pound stock with the exception of 2,200 copies in which 70-pound stock was used in the printing of 128 pages. The second edition was printed on 65-pound stock and weighs between 13 and 14 ounces, whereas the first edition weighs 15½ ounces, or, in the case of 2,200 copies, about 15 ounces. This is the first time that we recall that a first edition is determined by simply the difference of a little more than an ounce of weight.

Auction Calendar

November 5th and 6th, at 8 p.m. Library of the late Carlotta Russell Lowell consisting chiefly of American first editions to be sold at auction at the Plaza Art Galleries.

Catalogs Received

Mittelalterliche Geschichte u. Kultur. (No. 365; Items 2639.) Alfred Lorentz, Kurprinzstrasse 10, Leipzig, Germany.
Oriental books. (Vol. XLII; No. 3.) Luzac's, 26 Great Russell St., W. C. 1, London, England.
Scarce and interesting autograph letters by literary and historical celebrities of England, France and Germany. (No. 827.) Henry Sotheran, Ltd., 43, Piccadilly, London, W. 1, England.
Western Americana, including items unique and intriguing, notable first editions of English and American authors, bibliography, collecting and famous presses, antiquarian and modern rare books, collected sets, important manuscripts. (No. 24.) Paul Elder & Co., 239 Post St., San Francisco, Cal.

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Carrington, Panurge, and Vizitelly imprints.

ADELBERT COLLEGE LIBRARY, CLEVELAND, O.
Hound & Horn. Vol. 1, no. 1, 1927; Vol. 3, no. 2, 1930.
Browne, Henry. Handbook of Homeric Study. 1905.
Thomson, James. Poems. Ed. by G. H. Gerould. 1927.

ALBEE BK. CO., R. SPECTOR, 596 BELMONT AVE.,
BROOKLYN, N. Y.
Books on Pediatrics.
Medical History and Biography.

AMER. PHOTOGRAPHIC PUB. CO., 428 NEWBURY,
BOSTON 17, MASS.
Abridged Scientific Publications Eastman Kodak Company. Vol. 1. 1914.
Anderson. A B C of Artistic Photography.
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Bosschere. Closed Door; Golden Ass; Original material.

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Claghorn, Kate H. Immigrant's Day in Court. 1923. Harper.

AUDITORIUM BK. STORE, 1018 15TH ST., DENVER
Any of Floyd Dell's Books.

J. BAER & CO., HOCHSTR. 6, FRANKFURTA/M., GER.
Putnams Magazine. Vols. 9, 10.
Pound, Ezra. Poems. Ed. by Eliot. 2nd ed. N. Y. 1927.

Kubler. A Short Hist. of Stereotyping. 1927.
Irving. Letters to H. Brevoort. Ed. by Wellman. 2 vols. 1915.

Garland. Crumbling Idols. 1894; Main Travelled Roads. 1899; Prairie Folks. 1892.

Van Doren. Thoreau. 1916.
Williams, W. Carlos. Tempers; Spring and All. McIntyre. Later Manner of H. James. 1912.
Lindsey. Rule of Plutocracy in Colorado.
Poe's contributions to the Columbia Spy. Pottsville. 1929.

Perry. Study of Poetry. 1920.
Norris. Complete Works. 1903. N. Y. Doubleday.

More. Nietzsche. N. Y. Houghton.
Cooper. Home as Found. 1884.
North American Review. Years 1815 to 1819 incl., and 1823 to 1825.

Waltershouse. Bret Harte and the Western Short Story. Chic. 1930.

Clark, H. H. Philosopher of the Forest. N. Y. 1929.

Carpenter. Longfellow. 1901.
Yale. Studies in English. Vols. 25, 45.
Vaughan. Critical Opinions of Poe. Charlotteville. 1930.

Stewart. Crit. Edition of Hawthorne's American Notebooks. Yale Diss. 1930.

Garland. Life, Letters and Journals of G. Ticknor. 2 vols. 1909.

G. A. BAKER & CO., 247 PARK AVE., NEW YORK
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Glasgow. Barren Ground. Doubleday.

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 Poems of Richard Realf. Pub. in 1898.
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 Barnard. German Teachers and Educators.
 Searle. Refractory Materials. 1917 issue.
 Sellars. Critical Realism.
 Essays in Critical Realism. 7 authors.
 Browning. Sonnets from the Portuguese. Illus. by Hanscom. Royal ed. Dodge.

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O'Donnell. Love Poems of 3 Centuries. 2 vols. in 1. Putnam.

Merck. Manual of Materia Medica. 1923 ed. Burlingame. Battle of Books in Hist. Setting. Huebsch.

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Schlegel, Karl Wilhelm Friedrich von. Geschichte der alten und neuen Literatur, bis auf die neueste Zeit.

BEN BLOOMFIELD, 65 UNIVERSITY PL., N. Y.
Brown. A History of the N. Y. Stage. 3 vols.

BOBBS-MERRILL Co., 185 MADISON AVE., N. Y.
Algeria from Within. R. V. C. Bodley. Pub. by Bobbs-Merrill Co., New York.

BOOK EXCHANGE, 312 N. WASHINGTON AVE., SCRANTON, PA.
German Dictionary. Dr. H. T. Price. 2 vols. 1929. Berlin.

BOOK SHOP, 12TH ST., COLUMBUS, GA.
The Messiah of the Cylinder. Victor Rousseau.

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De Morgan. Alice for Short; Joseph Vance. Frowde green cloth ed.

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Cherry and Violet. Manning.
The Life of Nat Goodwin.

BOOK SHOP, 130 N. MICHIGAN ST., SOUTH BEND, IND.

Lloyd, Sam. Cyclopedia of Puzzles. Lamb Pub. Co. 1914.

BOOKE SHOP, 4 MARKET SQ., PROVIDENCE, R. I.
James Weldon Johnson. Saint Peter Relates an Incident of the Resurrection Day. Viking Press.

BOOKSHOP, 83 SOUTH ST., MORRISTOWN, N. J.
J. F. Cooper. Townsend Edition. Odd vols.

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Dict. Royal Lineage. Allstrom. Pub. Chicago.
My Life in Billiards. Hoppe.
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Kerner & Oliver. Natural History of Plants—Their Forms, Growth, Reproduction and Distribution.
Seneca's Octavis. Ed. pub. by Stratford.
Lothrop. Genealogical Memoir of Lothrop Family Embracing Descendants as Far Known.
Shands. Book of Wine.
Audubon-Cross. Audubon and His Journals with Notes. 2 vols.
Williamson. Lure of Vienna.
Crouch. Little Book of Old Time Verse.
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Seton. Life Histories of Northern Animals. 2 vols. C. S. S.
Steele. Shame Dance.
Walsh. Doom of Conare More.
Legnano. De Bello de Represallis et de Duello. Pub. by Oxford Univ. Press.
Scoggins. Red God's Gall.
Dwight. Stamboul Nights.
Turning & Mechanical Manipulation. 5 vols. Pub. by Holzapfel in 1866.
Ludendorf's Own Story.
Cooke. Mohun; Surry of Eagles Nest.
Hirsch. Democracy Versus Socialism.

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Stockton, F. 1st eds. of.

BRICK ROW BK. SHOP, 42 E. 50TH ST., N. Y.
Dickens. Dombey & Son. Boston. 1869. Vol. 1 only; Oliver Twist. Green cloth. Carleton ed. N. Y. 1878.
London. The Red One. 1st ed. ..
Raumer. Sixteenth and Seventeenth Centuries. 2 vols. 1835.
Plato. Dialogues of. Jowett. 3rd revised ed.
Plunkett, Eugene. Lamartine Essays, "Pleasures of Life." Any ed.
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 Laning, Jay Ford. Beginnings of Law and Order in the Northwest Territory of the U. S. 70 pp. Cleveland, Law Abstract Co. 1925.
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 Adams. Making a Rock Garden.
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 Benavides. Memorial. Trans. Ayer.
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 Cabeza de Vaca Narrative.
 Carpenter. Wonders of Geyser Land.
 Chicago Dictionary. 1855.
 Medwin. Conversations with Byron.
 Putnam. West Broadway.
 Ross. Adv. of First Settlers, etc. 1st ed. 1849.
 Tracy. One Wonderful Night.
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- CHANNEL B'KSHOP, 283 PARK AVE., N. Y.
 Kerr, A., tr. Plato's Republic.
 First New Yorker Album.
 Hume, C. Golden Dancer.
 Hemingway. Sun Also Rises. 1st ed.
 Porter, A. K. Beyond Architecture. 1918.
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- CHARLOTTE, N. C., B'KSHOP, 107 E. 4TH ST.
 R. Rolland. The Fourteenth of July; Danton. Both in English.
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 Lowne. Anatomy of the Blow-Fly. 1895. 2 vols. London.
 Dalamere-Poirier-Cuneo-Leaf. Anatomy of Lymphatics.
 Jones. Equilibrium and Vertigo.
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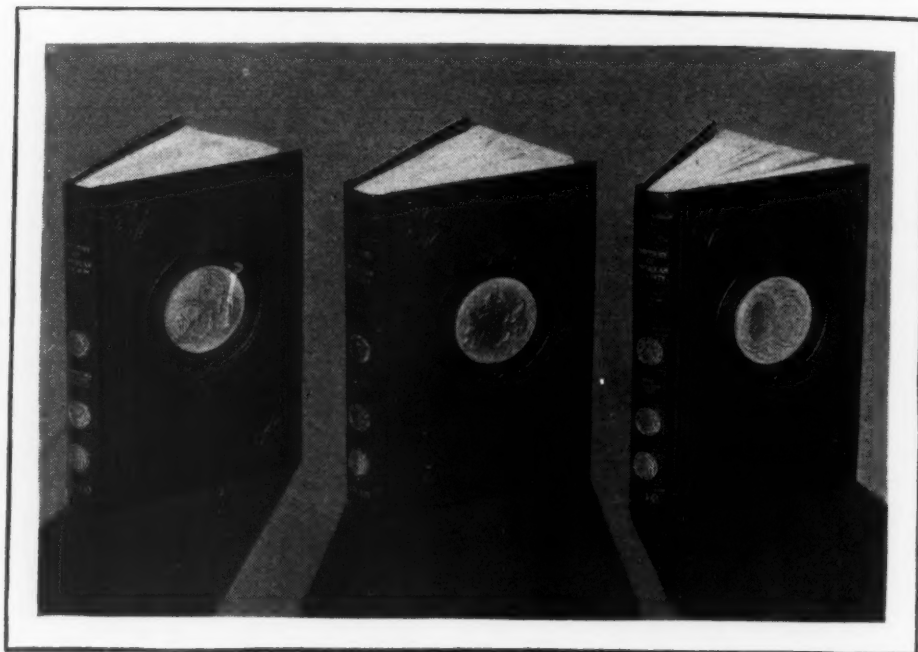
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HENRY HARRISON, *Publisher of Poetry That Sells*

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In This Issue

	PAGE
READERS by <i>Ashley Thorndike</i>	2009
<i>A chapter from "The Outlook for Literature" a new book from Macmillan.</i>	
POLONIUS WAS RIGHT by <i>Norman A. Hall</i>	2013
<i>Mr. Hall attacks the circulating library in bookstores. We should like to see replies from other booksellers, either corroborating or disagreeing with Mr. Hall.</i>	
THE WIDE-AWAKE BOOKSHOP by <i>Alice Payne Hackett</i>	2015
<i>A successful bookshop without a circulating library and without reprint fiction in Wilkes-Barre, Pa.</i>	
TOY AND BOOK EXHIBIT by <i>Marjorie G. Kumler</i>	2019
<i>Frederick & Nelson's in Seattle, Washington, held a unusual educational exhibit, October 21-24.</i>	
IN AND OUT OF THE CORNER OFFICE	2021
EDITORIALS	2022
<i>Are Rents Too High?; As to Drugstores; The Depression Sets Us Thinking; Women as Book Buyers; "It's Smart to Be Thrifty"; National Treasure; Legislating Public Taste; The Century of Progress.</i>	
DEPARTMENT STORE MERCHANDISING by <i>Stephen Moore</i>	2025
<i>This fourth and last chapter in Mr Moore's series is called "Playing for Profits."</i>	
NEW DOUBLEDAY SHOP	2027
MAKING WINDOWS SELL	2028
<i>Dutton's, Inc., of New York City, wins \$20 for a display of "First Nights and First Editions."</i>	
CUSTOMERS' CHOICE	2030
CAPE & SMITH SEPARATE	2033
OLD AND RARE BOOKS by <i>Frederick M. Hopkins</i>	2051

Forthcoming Issues

❀ ❀ ❀ This is a book Christmas! The booktrade believes this and publishers and booksellers are already making plans to bring it about. People may not have so much money to spend this year; but that's an argument for books. People who wouldn't think of giving cheap jewelry or cheap neckties can find good books at any price they want to pay. That's the first argument in George Stevens' article "This is a Book Christmas in the November 7th issue. ❀ ❀ ❀"

❀ ❀ ❀ In the November 14th issue, the plans of the National Association of Book Publishers to help booksellers sell more books as gifts will be presented in detail. The National Association has excellent plans for Christmas promotion this year. The American Booksellers' Association has a helpful scheme which Mr Stevens explains in his article. ❀ ❀ ❀

❀ ❀ ❀ There will be a Bookmaking Sup-

plement in the November 7th issue. ❀ ❀ ❀

❀ ❀ ❀ The Staple Stock Supplement in the November 14th issue will be devoted to Bibles and other religious books. ❀ ❀ ❀

❀ ❀ ❀ The November 21st issue will be the annual Rare Book Number. ❀ ❀ ❀

The Publishers' Weekly

The American Booktrade Journal

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